Super Bowl 51

Sunday, February 5, 2017

Propaganda



Sunday’s Super Bowl is as much about the ads as it is the game. Regardless of whether or not you like football and want to watch the game, you can do this assignment.

If you miss the ads on Sunday, all the ads will be online Monday.

The due date for the assignment will be **Wednesday, February 8th.**

This assignment should be typed, proofread for correct grammar and mechanics, and neatly displayed. Your options for publishing include Pages, S’more, Infographics, or any other flyer/poster presentation. This is a QUIZ GRADE.

Choose ONE commercial and create a one page

8 x 11 poster with the following:

1. Picture of the product that was advertised
2. Answers to the following questions (with labels):

A. Name of Product

B. Demographic: (Who is the target audience? Think about GENDER. Is the ad targeted at men or women or both? Think about SOCIAL CLASS. Is the ad targeted at the poor, the working class, the middle class, the rich, or all class groups? Think about AGE. Is the ad targeted at children, tweens, teens, young adults, adults?)

C. Propaganda Technique(s) Used: (use the list given in class to determine which technique(s) were used in the ad. Describe HOW they were used.

D. Analysis: Which does the ad appeal to: LOGOS (thinking and reasoning), PATHOS (plays on the audience’s emotions and desires), or ETHOS (establishes the trustworthiness of the advertisement and / or the product)?

E. Psychographic: (What is the advertisement’s psychographic target audience? Use the explanations on the back pages and choose from the seven listed.)

F. Evaluation: With the target audience, propaganda and purpose in mind, discuss the effectiveness of the advertisement. This is your judgment, but it should be supported by evidence.

**Psychographic Groups for advertising and marketing**

**What are psychographics?**

      **Psychographics are the descriptions of target audiences according to psychological characteristics as opposed to demographic characteristics (*age, gender, ethnicity, region, income*, etc.)**

      ***Values*, *attitudes*, and *lifestyles* are among the psychological characteristics that marketers and advertisers are most interested in.**

      **Psychographic groups are determined by values, attitudes, and lifestyles the way demographic groups are determined by age, gender, ethnicity, region, income, etc.**

**Groups**:

**1. Reformer**: A reformer seeks freedom from restriction in order to pursue personal growth and social awareness. A reformer makes independent judgments, tolerates complexity, and is anti-materialistic but is intolerant of bad taste. A reformer is curious about innovations that are substantive rather than flashy. A reformer selects brands for their intrinsic quality, as opposed to what those brands “say” to others. (Higher education) **Motivation: ENLIGHTENMENT**

**2. Explorer**: Explorers value energy, freedom, new challenges, and exciting experiences. Explorers will choose brands that highlight their uniqueness and independence, their need for new sensations and adventures, and/or their desire for instant gratification. Explorers may be the first to try new brands. (Younger - student) **Motivation: DISCOVERY**

**3. Succeeder**: Succeeders are driven by goals. They tend to be confident, well-organized, and hardworking. They tend to be conservative in the sense that they support status quo and seek stability. Their brand choices tend to be based on reward and prestige. They want to be seen as consuming and possessing “the very best.” (Top management) **Motivation: CONTROL**

**4. Aspirer**: Aspirers tend to be materialistic. They like to buy things that help them become members—or seem to be members—of the social groups they aspire to belong to. They are interested primarily in image, appearance, charisma, persona and fashion. Attractive packaging is more important than the quality of the contents. (Younger, clerical/sales type occupation) **Motivation: STATUS**

**5. Mainstreamer**: Mainstreamers tend to be home-oriented, conformist, conventional, sentimental, passive, habitual. They prefer not to stand out and, therefore, favor big and well-known value-for-money 'family' brands. Mainstreamers are usually the largest 4Cs group. **Motivation: SECURITY**

**6. Struggler**: Strugglers live for today. They see themselves as victims of the system. They have few tangible resources but often have physical skills. Strugglers are often heavy consumers of alcohol, junk food and lotteries. They choose brands that seem to promise an escape—even if only temporary—from their lives. **Motivation: ESCAPE**

**7. Resigned**: This group is rigid, strict, authoritarian and chauvinist in its values. The resigned group is oriented to the past and to established roles. They choose brands that are safe, familiar, and economical. (Older) **Motivation: SURVIVAL**

Works Cited

“There are Seven Kinds of People in the World”. Young & Rubicam’s 4Cs. 4Feb09. http://www.4cs.yr.com/global/default.asp?tid=b0c57e2f-6b8f-4e32-8b20-5bcf74124349.