

# **Advertising...**

Mock or recreate assignment

# Get Lucky

the taste to start with... the taste to stay with



**DON SCHWALL**, American League Rookie of the Year, is starting his second year with the Red Sox and with Luckies.

**BUSTER SHAVER**, Deputy Marshal of Scottsdale, Arizona, has stayed a Lucky Strike man for twenty-three years.

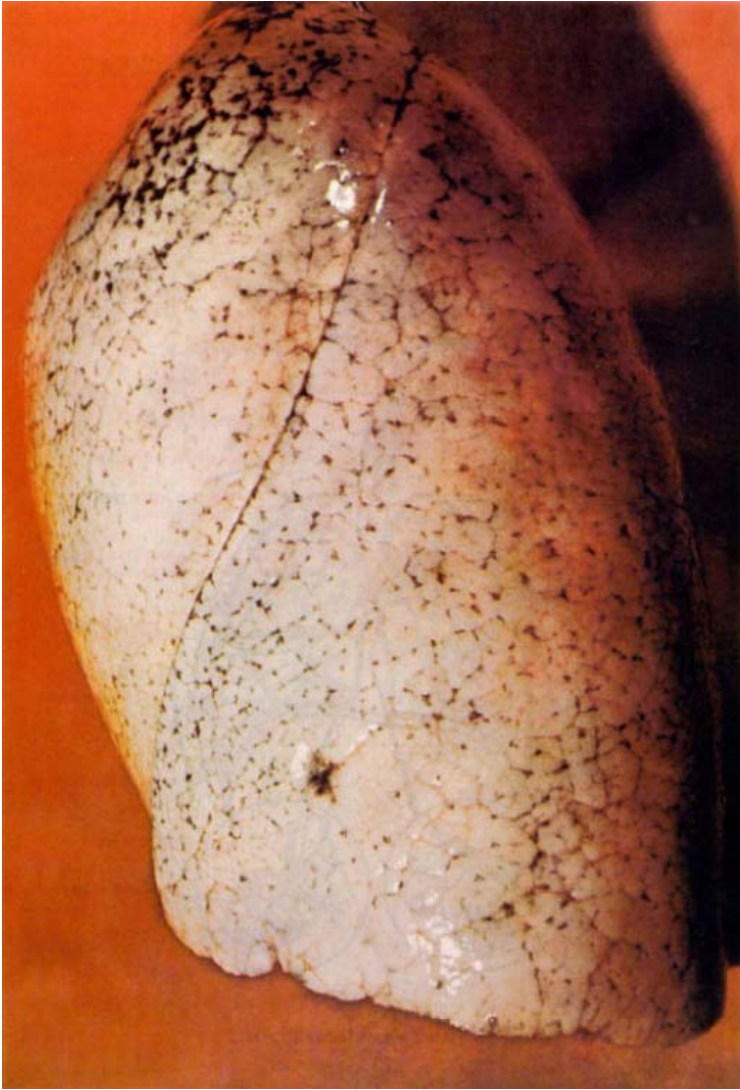
The taste of a Lucky spoils you for other cigarettes. This famous taste is the best reason to start with Luckies...the big reason why Lucky smokers stay Lucky smokers. How about you? Get the taste you'll stay with. Get the fine-tobacco taste of Lucky Strike.

© A. T. Co.

Product of *The American Tobacco Company* — "Tobacco is our middle name"

Most often,  
the purpose  
of advertising  
is to sell a  
product  
(regardless  
of what it is.)

Even if that product is harmful to the user...




Clean, healthy, lung (above)  
Lung cancer (right)



Nevertheless, we are humans, we have desires and we do need some products (food, shelter, and clothing.)



A photograph of a dilapidated wooden shed in a rural setting. The shed is made of weathered, greyish-brown wood and is leaning precariously to the right. It is surrounded by lush green trees and foliage. In the background, a white house with a grey roof is visible through the trees. The sky is overcast and grey. The text is overlaid in white, sans-serif font, centered on the image.

The crux is that, if we only consumed what we actually needed, consumers would consume less, and profits would go down. (Profits are very important) To counter this, agencies create a “need” for a product.

*It's The Talk of  
the Test Drivers!*



**THE FABULOUS '56 PONTIAC WITH A BIG AND VITAL GENERAL MOTORS "AUTOMOTIVE FIRST"!**

Believe us—it isn't easy to impress a test driver!

But they're cheering Pontiac in a big way.

What's set them buzzing is that big and vital General Motors "First" combining:

*Pontiac's new big-bore Strato-Streak V-8 with the terrific thrust of 227 horsepower.*

*General Motors' new Strato-Flight Hydra-Matic\* that gentles this mighty "go" to smoothness beyond belief.*

You don't need a test track to prove that here is the lift of a lifetime.

*Traffic tells you. Here's "stop-and-go" response as fast as thought itself. A hill helps. High or low, it's left behind without a sign of effort. And passing definitely pins it down. Gun it and in-*

*stant, flashing power sweeps you swiftly by the loitering car ahead. No drag, no lag—just safe and certain "go"!*

There's plenty more to charm you. The safety of big new brakes, a steady ride, advanced controls. Glamorous new beauty.

But, above all, it's that fabulous new "go" that gets you!

Drive a Pontiac today for a glorious double thrill. There'll be pride in your heart, a torrent at your toe-tip. What more could anyone want?

\*An extra cost option.

**'56 PONTIAC**

PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION

Making products obsolete is one way of continuing to sell a product.

Hence having new cars every model year, making the older models obsolete.

The point being that a car really is just a car.



Another way is that instead of trying to sell a product on its qualities, you associate it with a style of life that your consumers want to be associated with.

**This is known as  
“Lifestyle”  
advertising**

# Candie's

ENTER YOUR EMAIL  
TO GET THE LATEST INFO ON CANDIE'S  
TRENDS, PROMOTIONS, GOSSIP AND CELEBRITIES.



PLAYING - GLAMOROUS

SHOP CANDIE'S | WHAT'S NEW | DRESSING ROOM | C-TUBE | THE CANDIE'S GIRL | BEHIND THE SCENES | AS SEEN IN | DOWNLOADS | JOIN C-MAIL

## The Candie's Girl

The Candie's Girl is best described as flirty, fun, playful, irreverent and pretty. Her attitude is tongue-in-cheek and independent with a great sense of humor. Past Candie's girls include Hilary Duff, Ashlee Simpson, Kelly Clarkson, Destiny's Child, Ashanti, Alyssa Milano, Dixie Chicks, Jenny McCarthy, Pat Benatar & Cheyenne Kimball and this year, Fergie.

For Spring 2007, Candie's stars Fergie in "That is so Candie's," a sexy, fun and over the top national ad campaign along with a commercial featuring the hit song, *Glamorous*.

What is *That is so Candie's*?

View Ad "Bubble Gum Fun"

View Ad "All Dressed Up and Nowhere to Dust"

Get Fergie's *Glamorous*

Wanna Watch the Candie's Commercial?



**It is, like, so possible to be flirty, fun, playful, irreverent and pretty girl without buying Candies (not that Candies doesn't have some cute stuff)**



The dream...



**The theory is that if you buy product “x” you will become the person seen using the product in advertisements. (Cars, booze and cigarettes are notorious for this.)**

**...Reality**



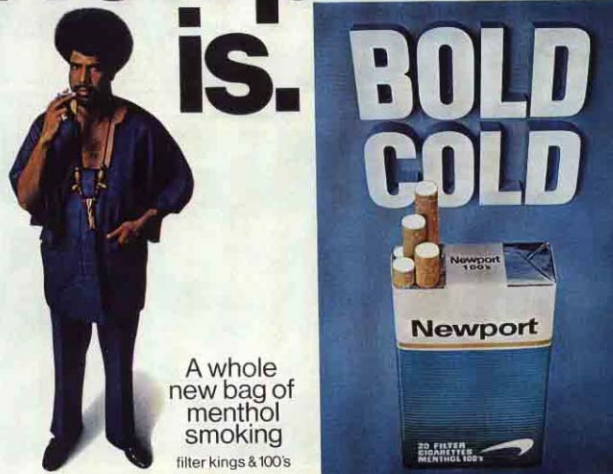
# Reality





“Cool” has been very popular as of late... say, oh the past 30 years (nice photo reference, hey?)

# Cool ain't Cold. Newport is.



**BOLD COLD**

Newport

A whole new bag of menthol smoking  
filter kings & 100's

20 FILTER CIGARETTES MENTHOL 100'S



Johnny Woo wandering around the city trying to spark his memory.

## Amnesia Patient Drinks Heineken But Can't Remember Why

NEW YORK, NY—DJ Johnny Woo, still suffering from amnesia, was spinning last night at Club Nine when Colin Pearsall, Club Nine's head bartender, asked Woo what he wanted to drink. Woo responded, "The usual." Pearsall handed a surprised Woo a Heineken.

Fans at Club Nine were not surprised at all though by the presence of the green bottle next to Woo. "I've seen him

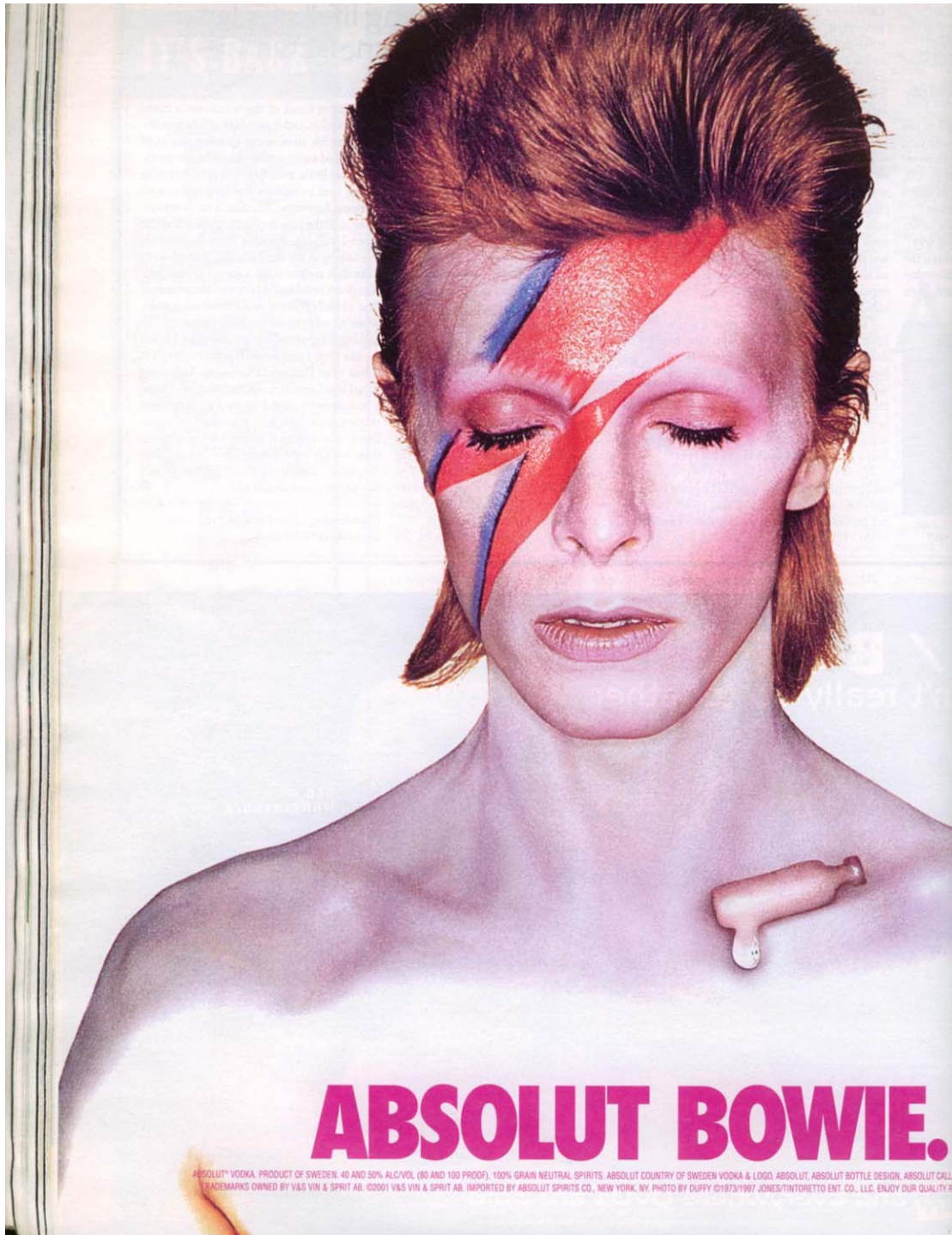
drinking Heineken before so I don't know why he was so surprised," said club goer Joe Cianciotto. Jan Jensen echoed that sentiment when she said, "I've seen him drinking Heineken before so I don't know why he was so surprised."

When asked about the surprised expression on his face Woo said, "I remember liking beer a lot but everything else is a blank."

[heineken.com/headlines](http://heineken.com/headlines)

Another interesting idea for an ad campaign, but nowhere in the ad does it mention the actual merits of the product being advertised.

What demographic is this aimed at?



**What does David Bowie know about Vodka?**

# NEVER MIND THE BOLLOCKS

HERE'S THE

SEX PISTOLS

## ABSOLUT PISTOLS.

VODKA, PRODUCT OF SWEDEN. 40 AND 50% ALC/VOL (80 AND 100 PROOF). 100% GRAIN NEUTRAL SPIRITS. ABSOLUT COUNTRY OF SWEDEN VODKA & LOGO, ABSOLUT, ABSOLUT BOTTLE DESIGN, ABSOLUT CALLIGRAPHY AND ABSOLUTISM ARE TRADEMARKS OWNED BY V&S. © 2012 V&S VIN & SPRIT AB. IMPORTED BY THE ABSOLUT SPIRITS CO., NEW YORK, NY. THE ORIGINAL SEX PISTOLS ARTWORK ©SEX PISTOLS/REISSUALS. ORIGINATED BY JAMIE REED. LIMITED USE LICENSED TO V&S SPIRIT ARTILLERIES. [absolut.com](http://absolut.com)

I'm not sure  
whether Sid  
would be  
sickened...or  
honoured



**FAST APPROACHING!**  
 REGISTER NOW FOR A CHANCE TO WIN A VESPA®  
 604.677.8386 | [www.liveatdolce.com](http://www.liveatdolce.com)

**DOLCE**  
 SYMPHONY PLACE



LIVING THE SWEET LIFE JUST STEPS AWAY FROM ROBSON

**solterra** Developed by Solterra (Solterra Partnership) solterra.com



\*A valid driver's license is required. All riding operation is required. Vespa is a registered trademark of Piaggio & C. S.p.A. which is not a sponsor of or involved in this promotion. Please go to [www.liveatdolce.com](http://www.liveatdolce.com) for contest rules.

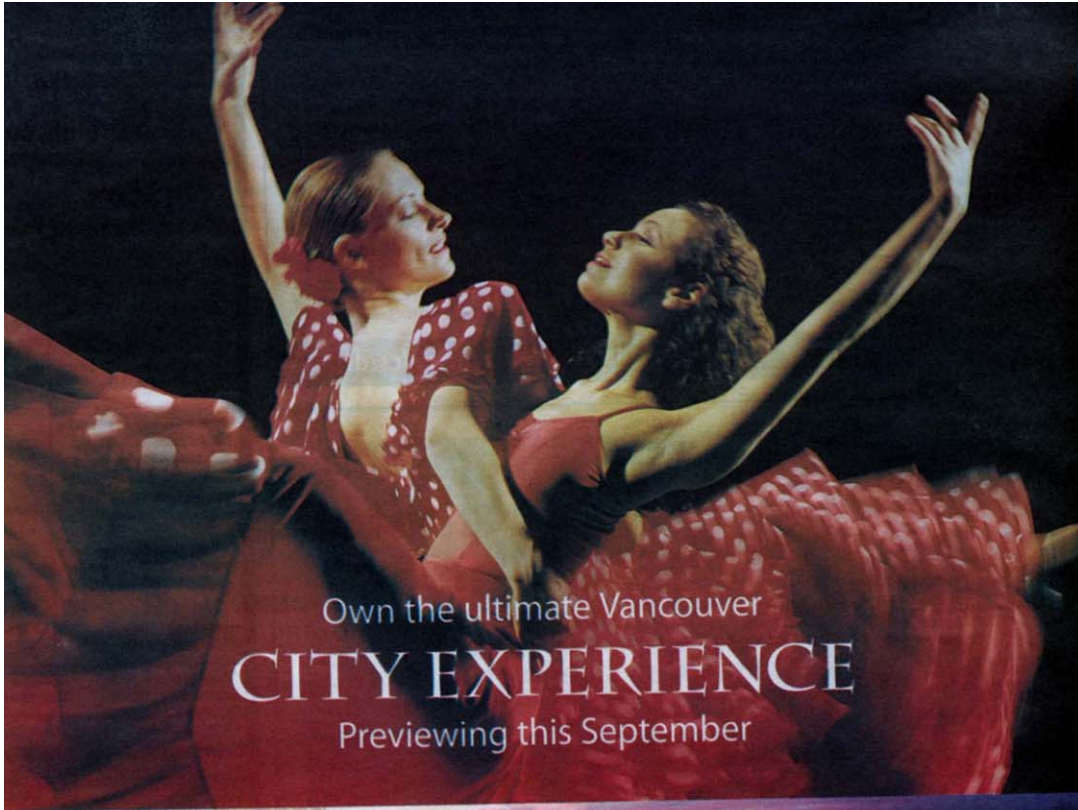


# SOMETIMES THE WORLD DOES REVOLVE AROUND YOU.



At Watercolours in Burnaby, you truly are at the centre of it all. Take the SkyTrain to a downtown restaurant or a hockey game at GM Place. Visit the farmers' market at Deer Lake Park or walk to the shops at Brentwood Town Centre. Urban living with a spin.

  
watercolours



Own the ultimate Vancouver  
**CITY EXPERIENCE**  
 Previewing this September



Living centrally at Patina in a home of rare luxury and comfort, refinement just comes naturally. From Patina's setting on Barclay Street a few steps from Burrard, the refined textures and experiences of a globally renowned city may be savoured with uncommon ease.

A 42-storey landmark residence rising from the heart of the downtown peninsula, Patina affords views of extraordinary scope and beauty. In design, the approach is subtle sophistication, creating spacious and exquisitely livable homes that are the very definition of contemporary refinement.

*Homes at Patina range from sophisticated pied-à-terres to luxuriously spacious view homes.*

*Priced from \$375,000 to more than \$6 million*



**Register today**  
[www.DiscoverPatina.com](http://www.DiscoverPatina.com)

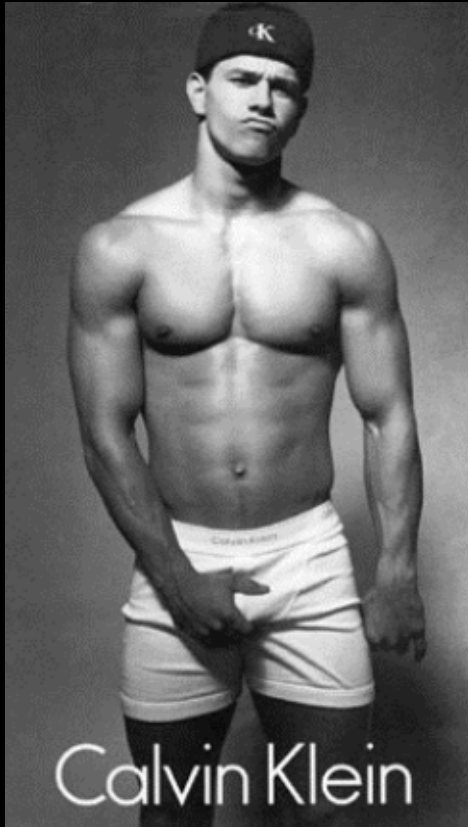
This is not an offering for sale. Such offering may be made by Disclosure Statement only.





“This is all very informative”  
I’m sure you’re thinking...but  
so what...

Well, a bunch of people have been making spoof ads for a while that lampoon the absurdity of some advertising campaigns...



Calvin Klein

# OBSESSION



for men



# OBSSESSION

for women

# Marlboro Lights



Come to Marlboro Country.





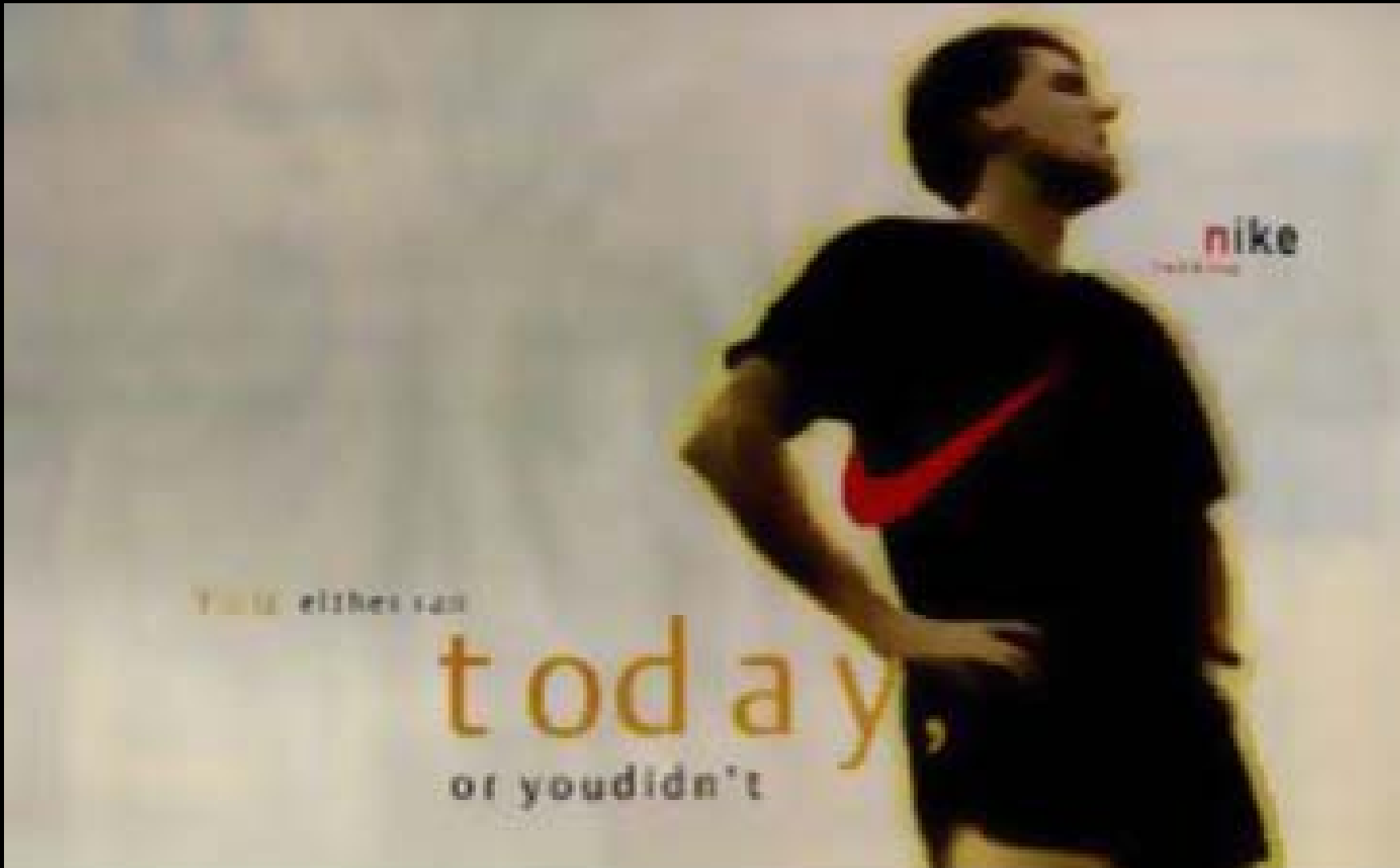
**Marlboro Country.**

UTTER  
L  
O  
L  
L



SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.





You either can

today

or you didn't

nike  
Just Do It

**YOU'RE RUNNING**

BECAUSE YOU WANT THAT RAISE,  
TO BE ALL YOU CAN BE.

**BUT IT'S NOT EASY**

WHEN YOU

**WORK**

SIXTY HOURS A WEEK  
MAKING SNEAKERS IN AN  
INDONESIAN FACTORY  
AND YOUR FRIENDS

**DISAPPEAR**

WHEN THEY

ASK FOR A RAISE.

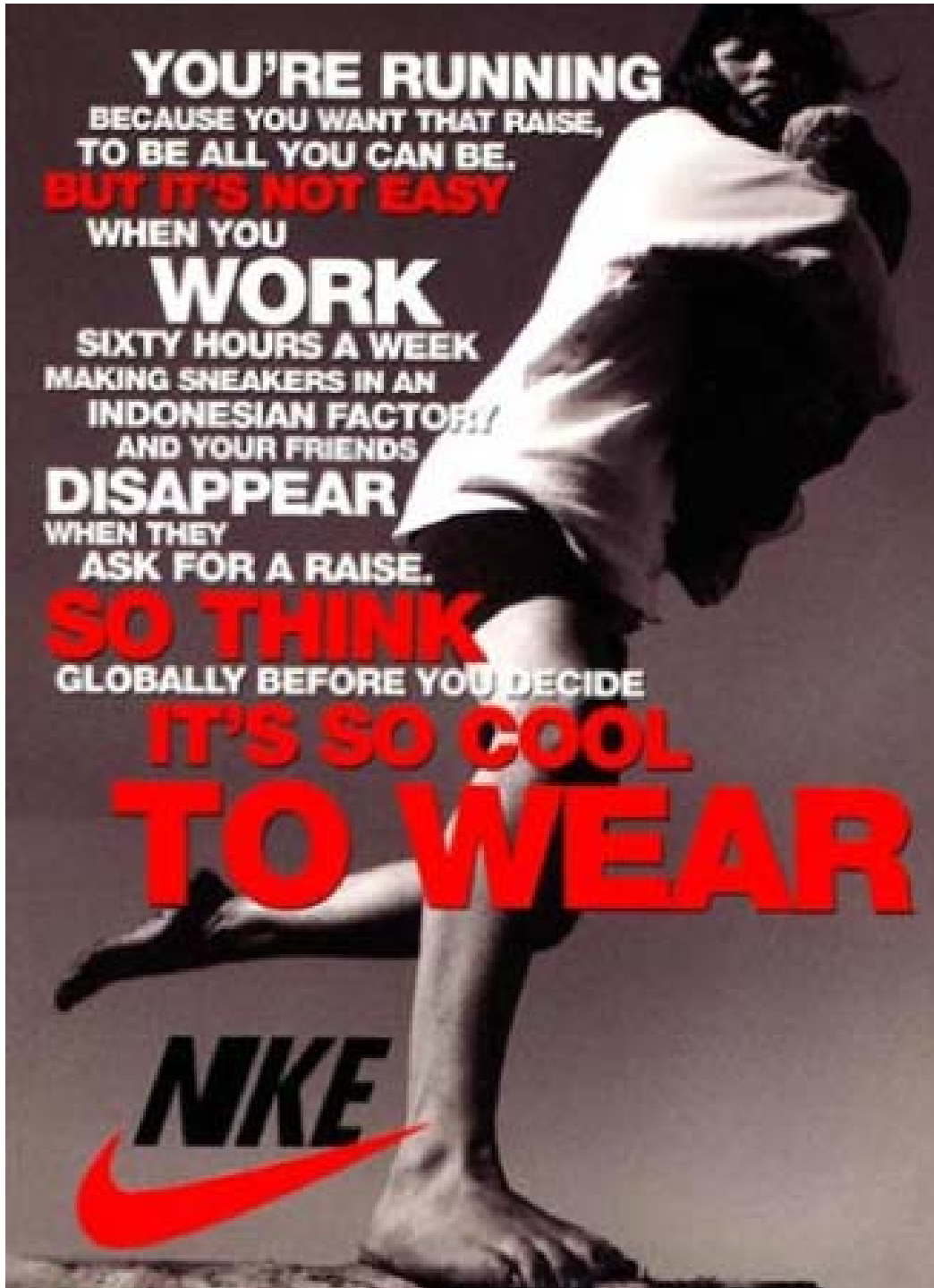
**SO THINK**

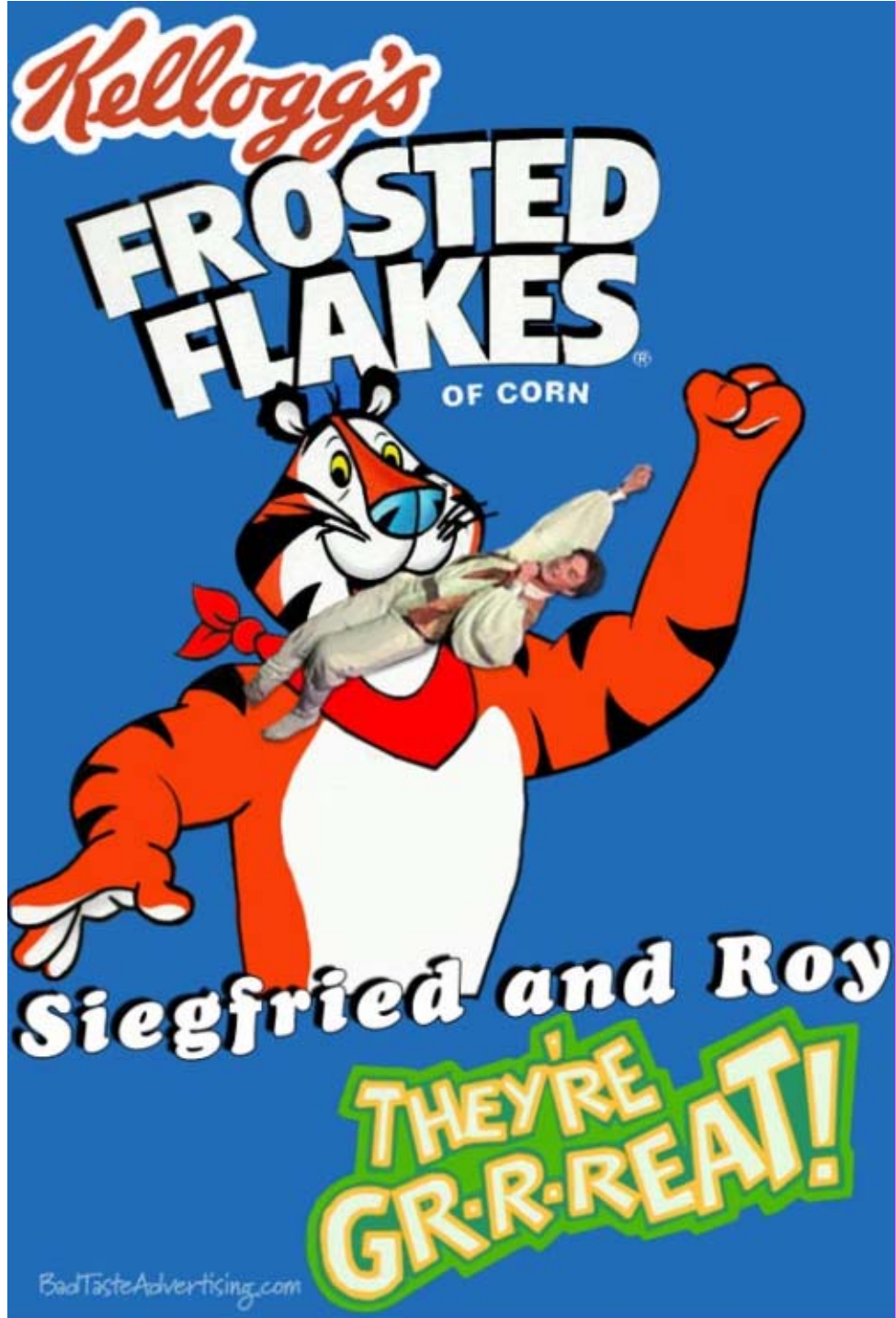
GLOBALLY BEFORE YOU DECIDE

**IT'S SO COOL**

**TO WEAR**

**NIKE**





Finally, to  
end on a  
high...or low,  
note!