

The Ads are Out to Get You!

This ad for baby food was published in the 1950s. The techniques it uses to sell its product are still used by advertisers today.



Only the finest fruits and vegetables are picked “garden-ripe” and rushed to the Aylmer kitchens, to be immediately prepared by food experts. Yes, Aylmer counts the minutes from “picking to packing” so your baby can have the best.

Images (Pictures)

A picture of a healthy, happy baby. It’s what every parent wants.

Words

finest, rushed, immediately, food experts, best, quality. These words all give the impression that this is very healthy food and that it’s almost the same as fresh.

Emotions

Things are looking up . . .

This gives the impression that the child was not doing as well before Mom started buying Aylmer.

So your baby can have the best . . .

All parents want to give their children the best.

Your baby deserves . . .

This is meant to make parents feel guilty if they don’t buy Aylmer baby food because they’re not doing all they could to keep their babies healthy.

Look through the magazines your instructor has brought in. Find two advertisements you think use effective advertising techniques. Think about what it is that might make you want to buy this product—the images, the words and the emotions it makes you feel. Make notes below, then tell the rest of the group what you found.

Ad # 1

Product:

Images

Words

Emotions

Ad # 1

Product:

Images

Words

Emotions
