

Donald Gunn's 12 types of advertising.



The Demo

Gunn's first technique is the "Demo". This consists of a visual demonstration of what the actual product does and what it is capable of. These advertisements are very common within the boundaries of house products.

Example:

To advertise an absorbent sponge, the advertisement will show different liquids it can absorb.



The need or problem

This strategy consists of presenting the consumer with a problem, mostly an everyday problem that will need constant solving. Then, presenting them with a solution, the product/service.

Example

An advertisement may show you how everyday bad smell can get inside your house, and suddenly the perfect item to combat that odour will appear to save the day.

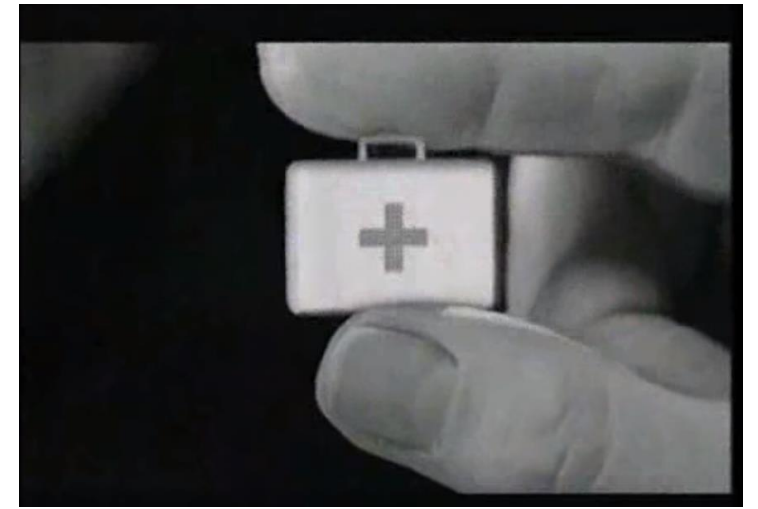


Symbol, analogy or exaggerated graphic

This is related to the “Need or problem” technique. This technique is to exaggerate the problem showed to the consumer, make them feel as if the problem which they relate with is so huge that the product they are been offered will completely take that problem away.

Example

A product that cleans bacteria may show bacteria as these monsters that will destroy your house by not using your product to kill them off



Comparison

As the name suggests, this technique involves comparing 2 products, showing the main product as the winning one, coming out on top.



Example

When comparing 2 different food companies that make “healthy” food, the advertised one will demonstrate how they are healthier and not lying about their ingredients.



Exemplary story

This technique adds on to the “Need or problem” technique by adding narrative. In Gunn’s own words: create a situation like a story, where the character feels really glad by using the product at the end of the story, where you the advertiser take the role of the narrator.

Benefit causes story

This technique essentially means that anything that you can see in the ad/ everything that has happened in the ad, is through/ thanks to the product



Example

Imagine watching an explorer been chased by a gorilla and as the advertisement finishes, you have realised that the commercial was filmed through a pair of binoculars that the commercial is advertsing.



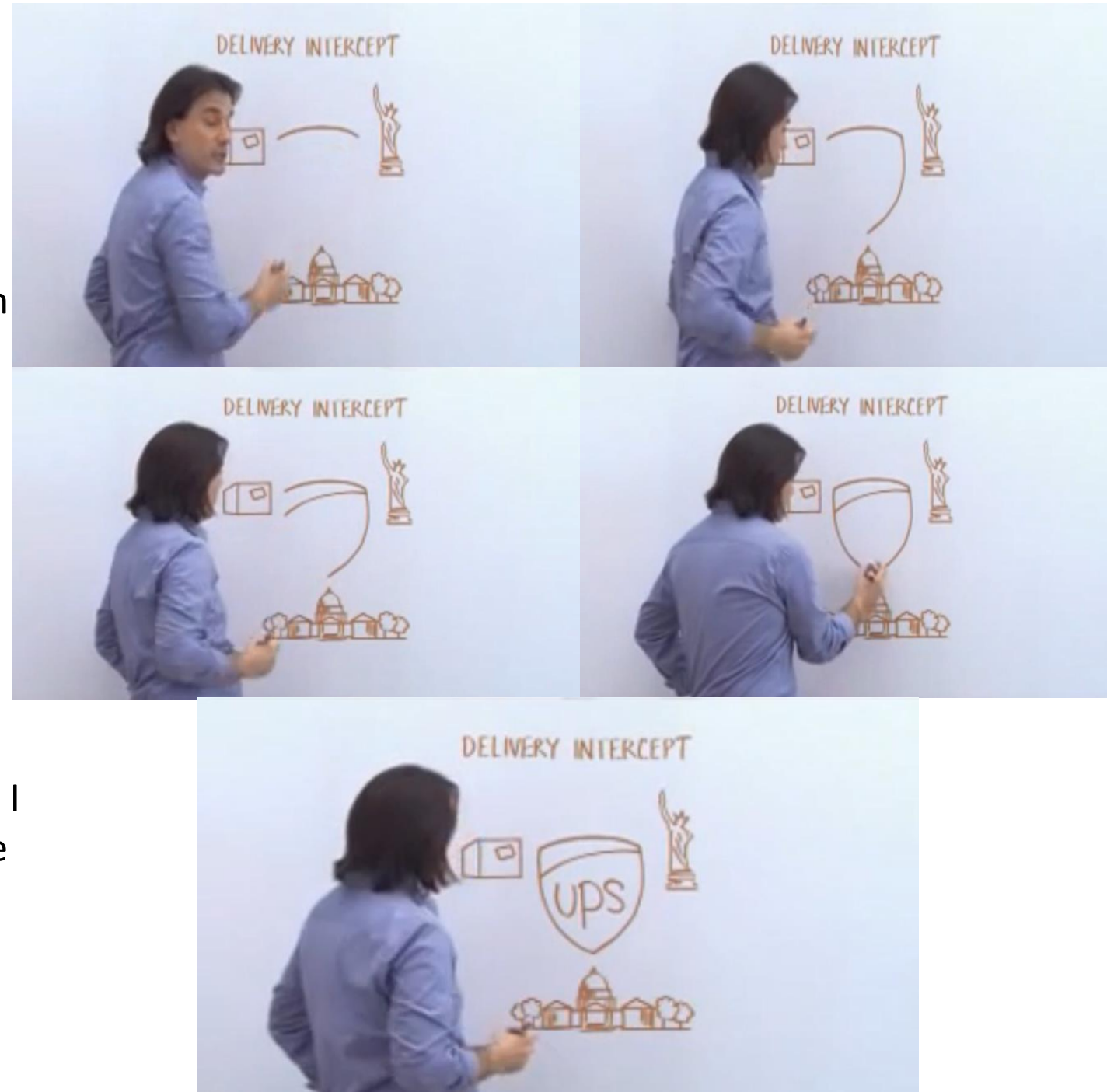
Tell it

These commercials tend to follow the pattern of conversation; it will begin with person A conversing/ presenting a problem they have been having. Suddenly person B presents with a solution, saying how they had the same problem and how the product/ service managed to solve it all.

Example

“Oh man, my back has been killing me for days.”

“Have you tried using backpainreleasepills? I used to have back problems too until these babies cured me right up!”



Ongoing characters and celebrities

Sometimes, companies will make various ads with different characters and sometimes viewers will remember what the ad was for, yet not remember the brand. The “Ongoing characters and celebrities” is a technique which will use an actor or character over and over again through the ads so the consumers can link said person to the actual brand.

Example

The woman from the Trivago company can be seen in almost every single one of their ads.



Associated user imagery

This technique involves using your targeted market as the embodiment of consumers through the ad. Meaning that the creators of the advertisement will use people who resemble their targeted audience in their ads by using stereotypical traits said community possesses.

Example

In an advertisement for skateboarding, you will see young teens wearing hats, acting rebellious and wearing sneakers rather than trainers.

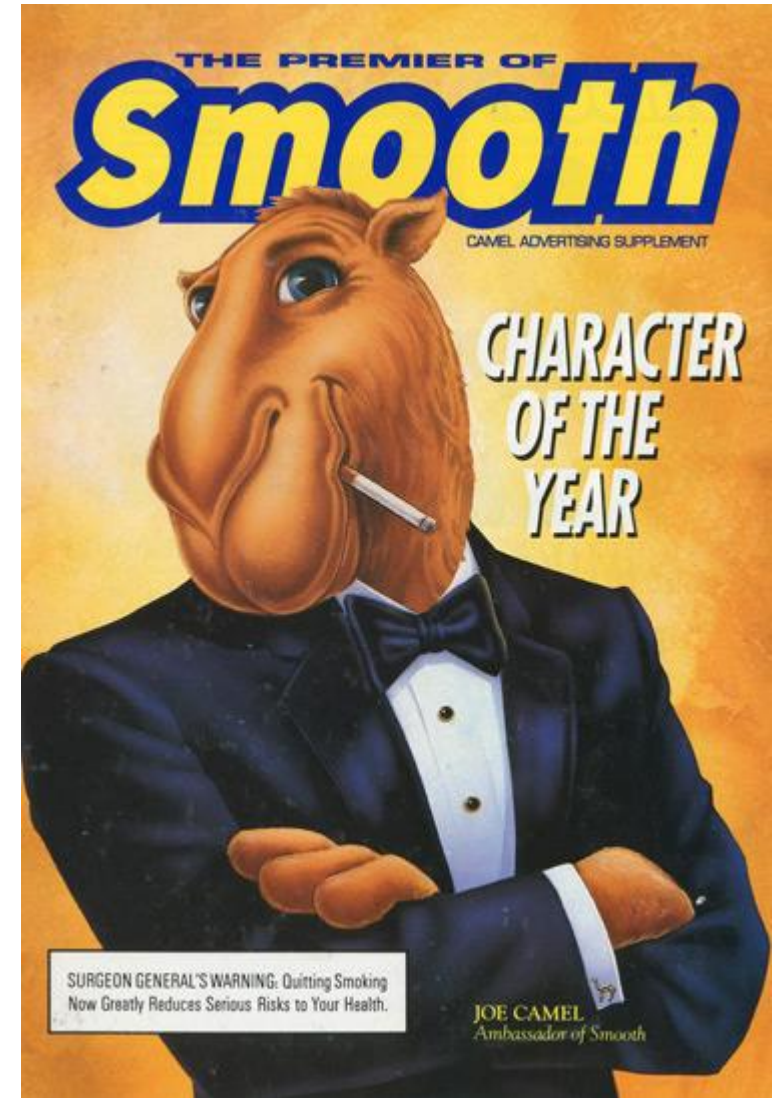


Unique personality property

This technique bases around giving something unique about the product a spotlight, making that one portrait stand out as one of the reasons why the product/service is worth your money. Sometimes this can also be how the commercial is structured; sometimes meaningless things, such as the name of the product, are used to position the product on a pedestal.

Example

“With a name like TheLoveFactory, it must a killer of a perfume”



Parody or borrowed format

This is a more modern technique. This technique works by using pop culture references to call the attention of viewers or to give them something positive to relate the advertisement with. It can also make mockery of another media text to promote the intended product, using comedy to give said product an empathetic approach to viewers.

