

## **Ethics code for the society of professional journalists**

- Seek truth and report it

## Advertising

- Where do creative ideas come from?
  - o Research shows a new idea is a combination of two other ideas\*
  - o James Webb Young: A technique for Creating Ideas
    - 1. Gathering of raw materials
    - 2. Considering these materials
    - 3. Incubation
    - 4. Birth of idea
    - 5. Development of idea

## What happens when freedom is so unlicensed?

- Frankel- 20<sup>th</sup> century philosopher; Jewish; survived concentration camps feeling guilty
  - o Man's search for meaning

Frankel said, "I love the united States. The Statue of liberty. Liberty, Freedom. All it needs is the West coast to put the Statue of Responsibility to balance it out"

- What did Frankel say we should build on the west coast?

Advertising- is communication

- That a sponsor pays for it
- That is delivered through media
- That attempts to persuade or inform

Why we advertise

- To intensify demand among mass audiences
  - o Build brand/product awareness: TOMA
    - Top of mind awareness
    - Remind consumers of brands/products that satisfied
  - o Create repetition of message
    - Increases memorability
    - Increases believability
  - o Screen customers

A new idea is a combination of two old ideas

- Theory of creativity

Repetition leads to believability

Advertising works

- Advertising companies and market share are related
- Companies that spend high percentages of sales income on advertising do better than those that don't
- Companies that don't cut ad budgets during recessions survive best
  - o What's the number one chewing gum company in the world?
    - Wrigley

How does advertising work?

- David Ogilvy
- Need to make promise to consumer
- Unique selling proposition
  - o Exclusive promise to the consumer
  - o Pre-emptive advertising
    - Competing products have same benefit but they didn't think of promising it to the consumer

What did Ogilvy say a successful ad has to do?

- Has to promise a benefit to the consumer.

How to stay out of jail

- Puffery
  - o Acceptable exaggeration