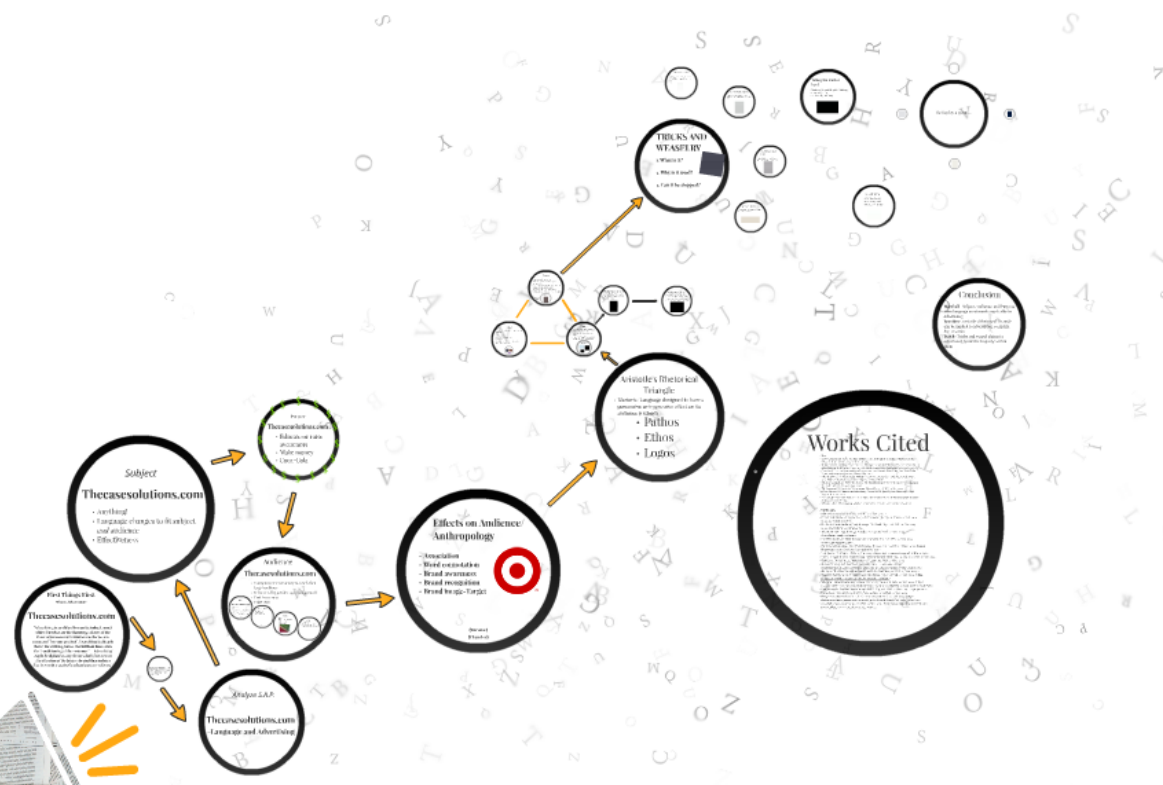


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Sawchyn Guitars: Can an Old Business Learn New Tricks?

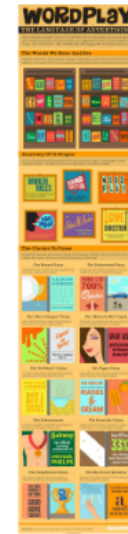


- Anything!
- Language cha
- and audience
- Effectiveness

First Things First
What is advertising?

Thecasesolutions.com

"Advertising is as old as humanity: indeed, some
would say what are the beautiful colors of the
flowers but so many instructions to the bees to
come and 'test our product'. Everything is already
there: the working form, the brilliant lines, even
the 'conditioning of the customer'... Advertising
might be defined as any device which first arrests
the attention of the passer-by and then induces
him to accept a mutually advantageous exchange."



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Sawchyn Guitars: Can an Old Business Learn New Tricks?

First Things First

What is Advertising?

Thecasesolutions.com

"Advertising is as old as Humanity: indeed, much older; for what are the flaunting colours of the flowers but so many invitations to the bees to come and "buy our product". Everything is already there: the striking forms, the brilliant hues, even the "conditioning of the customer".... *Advertising might be defined as any device which first arrests the attention of the passer-by and then induces him to accept a mutually advantageous exchange.*"



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Language has a powerful influence over people and their behavior.

- **Especially in marketing and advertising.**
- **Specific messages**



Analyze S.A.P.

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-Language and Advertising



Subject

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- Anything!
- Language changes to fit subject
and audience
- Effectiveness



Purpose

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- Educate or raise awareness
- Make money
- Coca-Cola

Audience

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- Companies try every way to reach their *target audience*
- Influenced by gender, age, background
- Cost to acquire
- Coke zero

Kids

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- 17B annually
- TV
- Use kid friendly words on kid friendly mediums
- Nick.com dominated with 9.8M

nickelodeon

(O'Bar)

Teens/College Age

- Social media
- Witty language
- Humor-Taco Bell



(Bell)

Adults

- Blend
- More mature material
- Real estate ads
- Sunday paper



Older

- Newspaper
- Life insurance -TV
- Colonial Penn- Trebek

Kids

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nickelodeon™

(O'Barr)

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