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Austin Bunker

English Composition I - ENC 1101 O

Changing the World with Advertising

3.5 Composing with Care

Full Sail University

The world is changing every day, and many companies are trying to stay at the leading edge of the change to rocket profits and trust. Those same companies are now challenging many outdated opinions by using advertising to show that their products are different, their company stands out, and their products come with brand status included. In their ad “Let’s Change the Game,” Audi shows that they’re compassionate, and pushing for change by executing expertise pacing, association, and repetition.

The pacing of a story can be shown differently through a camera by continuous or edited sequences of action or romance, and Audi used this idea when crafting the ad. When their audience watches this, Audi intends to put them in the driver seat of the car our main doll entered and take them on a ride. The ad flows in a way that feels like driving down the small city areas in Seattle, WA, it has a calm filter over it. Even as the main doll drives down the strip, she is in awe of all the amazing sights, when she finally gets to leave her “prison” for a lack of better words. The camera constantly flows lightly with the characters and focuses on the sights of the city. This warm feeling that the advertisement gives is the same feeling viewers will have towards Audi after enough viewings. When watching ads, people will cling to the emotions they feel, and remember how and why the ad affected them that way. For example, “Google’s “Friends Forever” campaign was the most shared ad in 2015… They were able to do so by using the emotional attachment that humans feel towards their furry friends…” (Univ. of South. Calif., para. 19) Google’s target audience loves animals, and by using these animals in an ad, they effectively had emotions running through the viewers leaving an imprint for Google on their minds. Because of the animals being the reason for remembrance, people will often associate Google with the same warm feeling of cuddling a furry friend. Google is not the only company to use similar tactics effectively, as a matter of fact, so did Coca-Cola. In the last few decades, Coke has been running the “Happiness Factory” campaign; this ad campaign is centered around the joys of life and love. Their goal is to place Coca-Cola brand products in as many happy and joyous occasions as they could, in advertisements of course, to assimilate the brand image with those same happy thoughts. By depicting their products in such an optimistic light, they leaped into being the current number one most recognizable logo in the world. (Univ. of South. Calif., para. 18) Many of the best competitors in advertising are so successful with their ads for two main reasons: 1) they spend lots of money of it and 2) they elicit strong emotional ups and downs. The emotional flux makes it easier to remember your company and put emotions with those memories. If you try to remember any event from your childhood, chances are you will remember the emotions you associated with the event rather than the smells, colors, or textures of the things within the event. Pacing is what creates the tension, suspense, relief, degree of empathy, and so much more that goes into why you remember specific details from ads. All these things that contribute to how you see the brand are attributed to how you set the flow, or pacing, of the story you tell. For example, if Coca-Cola decided to pace their advertisements to quickly, it would be less of an optimistic drink and more of a party drink; if they paced the ads too slow, it would be a dinner table drink or a romantic evening drink. Because they pace their ads masterfully, you keep watching and associate the drink with what you take away from the commercial. The same applies to Audi, the more evenly you pace the things that you put in a positive light, the more evenly your audience will absorb the material. By using proper pacing, Audi put the frosting on the cake and drove the emotion home. While being guided through the journey of our main doll, we feel the excitement she does when the engine roars and she flies off the shelf; we feel the amazement when she drives creepily through the city road; and we feel the relief she feels for finally feeling comfortable to be different. By the end of the ad, you see the Audi car and an Audi logo in the light, resulting in the same emotions from the ad being felt towards the car and brand. Being able to successfully customize the emotional responses in your own advertising can heavily influence the opinions and views of your company, your products, and your personal image to others.

“Let’s Change the Game” was designed to bridge a gap between media and gender neutrality while associating Audi drivers with being daring, different, and keen. Audi used Proximity Barcelona to deliver their message of being who you are because Audi’s vehicles lead many areas of car advancement, be it electric or gas. Audi is very well known to support freedom, expression, and the consumer, so pairing with an organization with similar values helps consumers associate the brand with feelings like the supportive organization. The correlation between how ads content and products make people feel shows that people who see something that doesn’t agree with their views from a company they trust most always will attempt to see it how they see the company. While associating a brand, the company must take note that using common or overused attributes or devices can lead to confusion in the consumer’s minds, like mixing two liquids. (Saenger et all., 2017, p424) On the other hand, you can use another competing company’s copy claim against them to boost your own profits and widespread notoriety. (Saenger et all., 2017, p424) Audi uses tactics that are similar enough to other car companies that people will more efficiently accept and remember the new idea they are portraying, while using norm challenging ideas to generate differentiation from said brands. By doing this, when you think about buying a car, you will remember Audi before the next best brand because of your positive association with the brand name. Like in American Dad, no one listens to Clause because he is a man in a fish’s body; the family forgets that there is any human in him. Finally, Roger, the attic alien, voices Clause’s wisdom to the family for him and they listen. Most companies now-a-days use generally accepted ways of showing their product off, where Audi is using accepted methods while giving the viewer something to think about. By delivering a message that forces the audience think about the deeper message in this way, you leave a mark in their minds of your own brand. When they think of what car to get next, the ideas from that ad will still be lingering in the front consumers’ minds and make them think Audi first. Because Audi uses these accepted delivery mediums, they succeeded in partnering with Proximity Barcelona and delivering a message to the masses. Without Audi, Proximity never would have reached the same broad audience for their moral message.

Like association, repetition is extremely effective in advertising. This is because of its ability to burn something into the mind, like when you hammer a nail down; you don’t stop hammering until the nail is secure to ensure it stays as long a time as possible. Audi repeatedly shows the common blue and pink gender colors and coordinate it with the proper genders, but then show you the colors mixing and matching between the things they are doing and riding. This hammers the idea into the audience’s minds that Audi supports breaking normality. Beyond colors, Audi repeatedly shows you their car and logo being used by the main doll to experience her dreams; it also infers it as the one thing that allows her to accomplish this task. Seeing the doll living her dreams makes the audience think of their own dreams, and how the company [Audi] might be able to help them get there. The ad is built to inspire us to get an Audi and live out our dreams, and to convince us that any dream is possible in an Audi. The more people see someone else living out their fantasy, the more at rest they will be with the idea of themselves living out their own fantasy. (Clay, 2002, p38) Audi masterfully repeats specific images, such as the men and women doing both genders activities, blue and pink colors, and the emotions felt by the characters; but they also repeat specific sounds such as the magical upbeat twinkle when the doll finds the right move to make (such as driving the Audi). By combining sight, sound, and emotions, the message that Proximity Barcelona is trying to convey, and the product and brand recognition Audi is attempting to reach, are amplified significantly to make the strategy of repetition even more effective. When a company uses repetition, they keep whatever is being repeated in the front of the consumer’s minds, resulting in a more prominent memory of the product. (Lisa M, 2018, para. 1) When it comes to repetition, there is a limit, and as Lisa Magloff, Managing Editor for Institute of Ismaili Studies, puts it, “… repetition may be more effective when it is used to advertise a new brand or product.” Once the consumer already knows of the brand and has seen the advertisements for a months or years, the product manufacturer can use a more-is-less approach to the advertising with the same results. (2018, para. 4) To sum the more-is-less approach and reasoning up, as the exposure to your brand and products increases, your company can use less repetition and still effectively convey their message to the audience. This is because your target audience already knows of your products, and affiliates your brand with certain emotions, events, and ideas.

By the end of the ad, Audi conveyed their message very thoughtfully and effectively by showing a mastery of the pacing, association, and repetition while presenting their product and brand name. Because of the ability to master these rhetorical devices, Audi has become very clever when it comes to grabbing your attention and creating memories of their own brand. This results both in ads being far more effective, and there being far more constant changes in the state of their advertising. Advertising is a very powerful tool that gives companies like Audi a way to change the way people think of trends and appropriate that with their brand to boost profit, rather than simply boosting profit without leaving a footprint on the world.

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