

ADVERTISEMENTS

By: Jake Frimmer

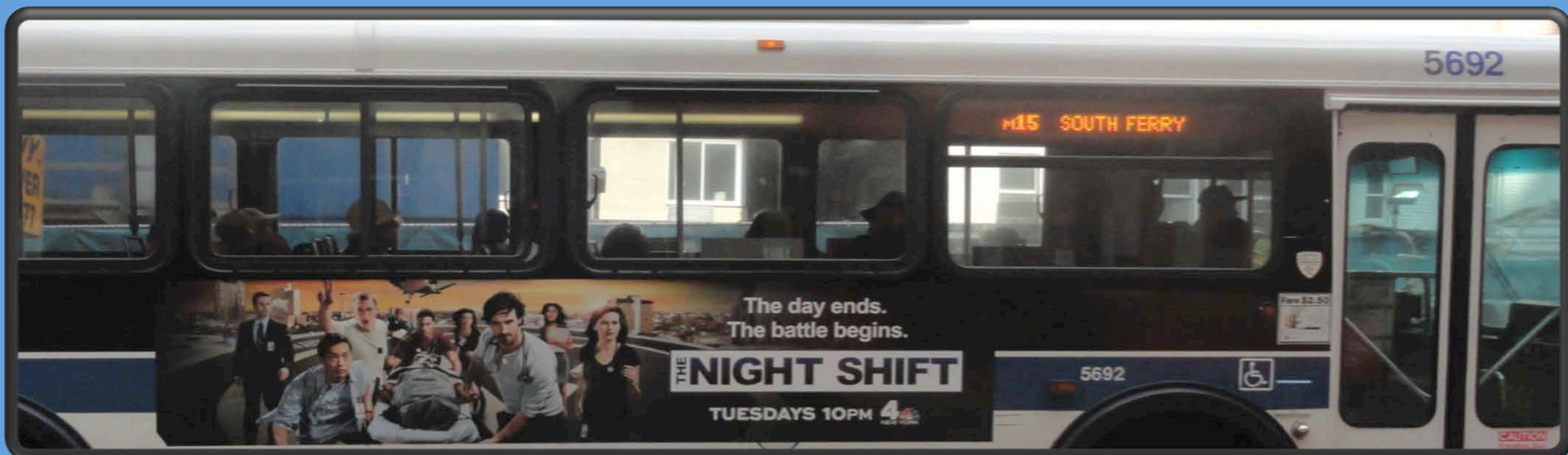




There are many
different kinds of
advertisements in New
York City.



Movie Advertisements





Movie Advertisements



Musical Advertisements





**Advertising
for**

your

own

company



Store

Advertisements



Clothes and jewelry designer

Advertisements

New York City Advertisements



Jackpot Advertisements





LAST WEEK
TONIGHT
WITH JOHN OLIVER

6A73

6A73

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SUNDAYS 10PM
APRIL 27 1980

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STOP
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RED

NO STANDING
ANYTIME

PIZZA

One time I was walking to basketball and I saw a truck with a Spiderman 2 advertisement on it. I had also heard of a movie theater that had reclining chairs. I thought that was so cool and so did my brothers. My mom asked my friend's mom if they wanted to go with us to see Spiderman 2 at the movie theater with reclining chairs. The movie was good and the reclining chairs were really comfortable. That is how advertising influences people. If I had not seen that ad I might not have gone to see that movie. I think that advertising influences the decisions people make.

One way that people are influenced is that when more people know about a product, more of that product will be sold. In all the years that I have been in school there has always been one thing that everybody owned. In Kindergarten all the kids had Silly Bands, 1st grade was Bakugan, 2nd grade was Pokemon cards, 3rd grade was Bey Blades, 4th grade Rainbow Loom was popular, and in 5th grade most of the kids have Clash of Clans. If one kid saw something that another had, they would buy that toy. It was a chain reaction, which then made the company's product more well known and popular.

Advertising companies use fake information to pull you in or influence you to buy their product. Also they try to make their product well known to the public so more people know about it. According to *The Influence of Advertising*, an obvious reason for advertising is simply to inform people of the existence of products they might be interested in buying. No one will buy something if they don't know it exists, no doubt about that. The more people who know about a product, the more the product will be sold. Also if a celebrity is in a commercial or advertisement, the product they are selling is probably going to be very popular because that person is well known and if people see them using the product, the advertisers hope that the public will want to own that product also.

One reason why advertising companies use fake information or only talk about the pros and not the bad things is because they want more people to buy product. According to *The Influence of Advertising*, “The bright side of a company's products is highlighted exclusively. No ad will list both the pros and cons of a product. It is also not exactly a source of complete information, as the amount of actual information in ads is usually very minimal, if, in fact, there is any real information at all. So, ads are not particularly trustworthy as information.” I agree with that and if they don't use real information about their product someone can find out and file a law suit.

Here are some false advertising scandals that cost brands millions. Dannon's popular Activia brand yogurt lured consumers into paying more for its nutritional benefits, when it was actually pretty much the same as every other kind of yogurt. That is such a fake.

According to *14 False Advertising Scandals that Cost Brands Millions*, “Kellogg's popular Rice Krispies cereal had a crisis in 2010 when it was accused of misleading consumers about its immunity boosting properties. The Federal Trade Commission ordered Kellogg to halt all advertising that claimed that the cereal improved a child's immunity with 25 percent Daily Value of Antioxidants and Nutrients -- Vitamins A, B, C and E, stating the claims were ‘doubtful.’” Of course it would be doubtful.

“A New Balance sneaker that reportedly helped user's burn calories was called out when studies did not find any boosted health benefits from wearing the shoe. Why would they say that? Is that even possible? I don't think it is even possible for a person to burn calories just by wearing a certain brand of sneakers” according to *14 False Advertising Scandals that Cost Brands Millions*.

Groupon was sued by a San Francisco based tour-company for running misleading ads on Google. Groupon was accused of using keywords related to certain tourist attractions to trigger ads, while not actually offering coupons related to any of those attractions. Funny, but not real advertising as they were trying to fool the buyer.

Once my dad bought a bicycle pump because he saw an ad and he wanted to ride his bike around college and at his camp. The ad said that it would not break and it is very stable and of course when he got it, it was broken. Wow, that is really sad. Another time, my grandparents bought some chicks from a farm, which they saw in an advertisement and when they received the box of chicks, most of them were dead.

I believe in order to keep your business alive and going you should say all the facts about your product and maybe advertisements will influence people more.