



ADVERTISEMENT BOOK

Brought to you by;

Amanda Goerke – 131 086 12

Sarah Borrello – 131 041 02

Brett Novak – 131 352 09

Kristen Jackson – 131 092 59

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Executive Summary

The report that we have compiled includes an in-depth analysis of a set of 3 advertisements that we used to apply different advertising theories and methods. This analysis enabled us to fully comprehend the reason behind each element of the advertisements, and the intended effect it had on the viewers. Understanding the desired effect of the advertisements emphasised the importance of strategically developing the key message so that it is made clear to the viewers. The second section that we covered in our report, involved creating 2 original advertisements for a brand competing directly with the brand from the first section. This enabled us to apply the strategy and methods we learnt in the first section to create our own competitive advertisements that would effectively challenge the original brand for market share.

Our team selected 3 Dimetapp advertisements to use to complete the first analysis section of the report. The Dimetapp products that are presented in each of the advertisements are customised for children with allergy and cold symptoms. Dimetapp emphasises its positive relationship with children, and specifically, the support that they receive from 'Kids [who] love Dimetapp'. The first and third advertisements developed by Dimetapp are similar in their approach and strategy, and the second advertisement uses additional methods to attract customers to the children's product. The combination of the 3 advertisements presents a strong campaign for Dimetapp that encourages parents to purchase the trustworthy product that will effectively relieve cold symptoms for their child.

The brand that we selected for the second section was Benadryl. We developed 2 original advertisements that we designed specifically to perform competitively against the Dimetapp products. These advertisements emphasised the key benefit that Benadryl allows your child to have a good night sleep, which effectively allows the whole family to sleep well. The consecutive advertisements were deliberately designed in that way to demonstrate the positive effect of taking Benadryl.

Overall, this report includes the analysing element of advertising, and also the application of the methods and theories for the development of two original

advertisements. It ultimately presents an understanding of how each advertisement is strategically developed, and then uses this understanding to create a competitive set of advertisements that are designed specifically to be able to be successfully released into the market.

Section One

Medium Details

The Australian Women's Weekly

The Australian Women's Weekly magazine is designed to provide women with information that pertains to aspects of everyday life. It is targeted towards women between the ages of 25 to 54, an age group that consists primarily of mothers. Of the 28% of it's readers that are full time workers, nearly 50% work in clerical/white collar positions, and most are of a middle income, averaging a wage of \$30,000 to \$39,999 per annum.

The lifestyle of the women who read the Australian Women's Weekly magazine is divided between those who work and run a home and those who stay at home. The magazine is family orientated, helping mothers by giving them tips and advice to make their busy lives easier, while providing them with entertainment.

Better Homes and Gardens

Better Homes and Gardens is a magazine with helpful tips for around the home. Its main audience is women, with over 78% of its readers being female. The magazine is targeted towards readers between 25 to 49 years of age, a group consisting largely of parents. Of it's readers over 50% earn over \$40,000 per annum, and of the 72% that purchase Better Homes and Gardens from the supermarket, over one third have children.

The lifestyle of a Better Homes and Gardens reader is an active one with 98% taking great pride in their homes. Readers purchase the magazine to help improve their home and their home life, something that they have a vested interest in. It is for active, creative people who wish to make their family life even better.

Target Audience

Age

The Dimetapp advertisements are aimed at mothers with children aged from zero to seven years of age. The use of a small child's arm within the advertisement is not only for emotional effect but to indicate to the age group that the Dimetapp range is

specifically targeted at. While the child's arm that is used is that of a toddler, making it appear more for younger children, the children on the Dimetapp train on the bottom of two of the advertisements are older, extending the age group parameters.

Gender

Specifically the advertisements are targeted at women, as with their positions as mothers of the household then they are more than likely the ones who decide upon what is purchased while shopping. It is more than often the mothers of the household that take care of the children and decide what medicine is suitable for their children or which one their children will like.

Education

Education is not a main aspect of what is being looked at in this advertisement and who it is trying to target but it is something that needs to be taken into account. As the advertisements feature in print media they are targeted at people with a higher form of education, as they are the ones who tend to be higher users of the print media. Some form of education is required as well to read and understand the ingredients mentioned and some of the medical language used, such as antihistamine and decongestant.

Occupation

A particular white collar or blue collar occupation is not being targeted here. The aim is at parents whose full time job is to take care of their families. Dimetapp is offering an easy and effective way to remove the added stress of a sick child from their day. A parent with the additional strain of a full time job may find this a more appealing product than those who stay at home with their children; however both would be looking to improve their child's health either way.

Income

The advertisement is targeting those with a medium to lower income. Most pharmaceutical products are viewed as being too expensive for those of a lower income and so the advertisement is trying to show how it is great value for money given the price because you get 'more doses per pack'. Its placement within The Australian Women's Weekly and Better Homes and Gardens means that it is viewed by more in the \$30,000 to \$40,000 income bracket.

Psychographics

The psychographics of the people being targeted by these advertisements are people whose purchase decisions are affected by their family. The family plays a major role in their day to day lives, whether it is their daily activities or their own opinions. The advertisements are targeting those whose main interest is their family.

The targeted audience is mothers whose main activity is the care for their family. They could be either stay at home or working mothers, however their main role is as the caregiver of their family. They are the ones who make the decisions about what is purchased when shopping. They are the ones who will be taking care of the children when they are sick. They want the best for their children, for them to be healthy and be able to live life without allergies or common colds getting in their way.

They are community minded, always willing to help out those less fortunate than themselves. They would sponsor causes and contribute to charities. Dimetapp's support of the Starlight Foundation would appeal to their community spirit.

Consumer Wants

Consumers want a medicine that is good value for money because it works effectively, fast and is something that their children will want to take. It is these wants the Dimetapp are trying to appeal to. Parents do not want to buy a medicine that does not work quickly and effectively or that has a taste that their children hate. Dimetapp is appealing to these wants by saying 'Kids Love Dimetapp', 'works as good as it tastes' and 'There are more doses per pack...[it] can represent up to twice the value of Demazin'. It is providing parents with the perfect solution to keeping their children healthy.

Consumer Needs

The most basic of human needs is being appealed to by Dimetapp. As in Maslow's Hierarchy of Needs, the need to be healthy is a physiological need and without taking any form of medication, the children could become very ill. The advertisements are appealing to the parents need to keep themselves and their children healthy. By taking Dimetapp, the children will no longer suffer from flu symptoms and the entire family will all have a good nights sleep, keeping them all in good health.

Consumer Motivations

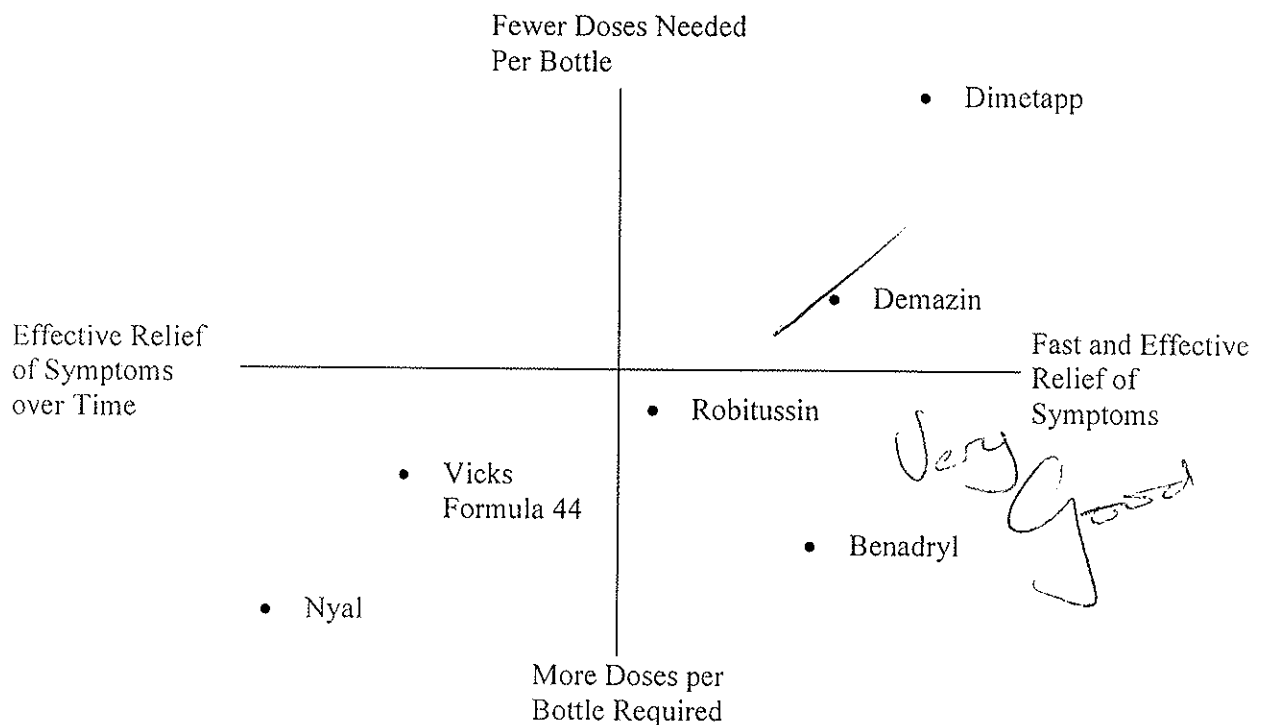
The consumer motivations that these advertisements are trying to appeal to are the parents desire to keep their children healthy. It can be hard for parents to keep their children healthy and free from the flu when many children will not take their medicine because they dislike the taste. Dimetapp is appealing to this motivation by saying that 'Kids will love the taste' and take their medicine, therefore relieving themselves of the flu symptoms and keeping healthy.

— Page break —
Positioning

Brand Position

When it comes to positioning itself amongst its competitors, Dimetapp is attempting to position itself as a higher quality product than its competitors and that it is great value for money. For example, within the 'Kids Love Dimetapp' advertisement they state that Dimetapp has twice the amount of doses per pack over its leading competitor, Demazin. The perceptual map below shows how Dimetapp are mapped against their competitors in the way of this advertisement.

Perceptual Map



Product Features

Dimetapp is being sold based upon its attributes. It is primarily being sold based upon the tangible attributes, the way it tastes. Children can be particularly fussy when it comes to what they will and will not take and Dimetapp is positioning their product as having a taste that will appeal to children. When it comes to medicine, taste is a significant factor behind purchase decisions as a medicine with a dislikeable taste is less likely to be taken and will be wasted. Dimetapp is unique in this aspect as a good tasting medicine.

It is positioned around the intangible attribute that it is great value for money. It compares itself to its competitor Demazin, that smaller doses are needed because it is so highly effective, therefore more than twice the amount of doses can be taken from a

bottle of Dimetapp as opposed to a bottle of Demazin. It is this particular attribute that gives Dimetapp a competitive advantage over Demazin and other children's cough medicines.

Desired reaction

The Dimetapp advertisements aim for viewers to have a direct response to the product, through the inclusion of the toll free number and the listing of their website. It encourages consumers to take advantage of the 'good value' that the advertisement promotes. The response can either be to purchase Dimetapp, or to enquire about more information about the Dimetapp product. The advertisements specifically want parents and children to trust the product, and feel confident in what the product can do for their child, resulting in the sale of the Dimetapp product.

Big idea

Each of the Dimetapp advertisements use child hand signals to promote the product from the children's point of view. It emphasises that the kids who use Dimetapp are happy with it and that the product is child friendly. Rather than spoken testimonials, the children's hand gestures act as symbols of the children's approval of Dimetapp. The 3 advertisements project the opinion that Dimetapp is child friendly, and is specifically tailored to children's tastes, preferences and needs. Ultimately, parents won't need to worry about forcing Dimetapp down their throats, because they already have the consent from the children. Attaining the children's liking is the hardest part when parents try to feed them medicines, and the Dimetapp advertisements demonstrate that the hardest part is already done.

Advertisement Two, specifically uses humour and a play on words to project the benefits and attributes of the Dimetapp product. The advertisement specifies in children's allergies, highlighting Dimetapp's customisation of their product for child symptoms. The play on words helps distinguish this advertisement from the competition, identifying specifically what Dimetapp can be used for and who it can be used on.

Message strategy

To meet the advertising objectives a suitable message strategy must be implemented to reach the target audience effectively. The Dimetapp advertisement campaign has used a variety of strategies to communicate the campaigns message “kids love Dimetapp” in a creative manner. It does this by making use of both head and heart strategies.

The image of the babies hand forming the shape of a love heart, giving the thumbs up or holding a flower evoke an emotional response in the audience. The warm shades of orange and the playful children’s hand writing further instil this response. Each of these features the ads possess are attributes of the heart strategy. This emotional appeal is designed to touch mothers and hence create a response through soft selling techniques.

Head strategies are implemented to influence the way we perceive a product, these strategies influence the audience’s rational evaluation of the ad and the product it is promoting. The bottom half of the ads featured in this campaign appeal to the audience’s cognitive side. This section of the ad contains a detailed explanation of Dimetapp medicine and the various benefits and attributes it boasts. The information is provided to create a response based on logic, the advertisers assumption is that this information would lead to a purchase based on the rational evaluation Dimetapp’s attributes and the benefits it then offers. In this regard the advertisement is using a hard sell technique to provoke a reaction.

“Selling premise states the logic behind the sales offer.” It is broken into four aspects, benefit, promise, the reason why and the unique selling proposition. In relation to the Dimetapp campaign the advertisements promote the main benefit of Dimetapp as “it works as good as it tastes and can be better value to.” The promise for the campaign is “Dimetapp effectively relieves symptoms of cold, cough and allergies so your child and you can enjoy a good night sleep.” The key reason why you should purchase Dimetapp is because “kids love Dimetapp.” This is also its unique selling proposition as it is important to both parents and children that they take medicine to get better, and the one way you can guarantee that children will take their medicine is if they enjoy the taste. This is a feature which no other medicine in the market can boast.

Finally Dimetapp's association with the starlight foundation is presented at the end of the copy. Dimetapp claims to be a proud sponsor of helping seriously ill children throughout Australia by supporting the starlight foundation. This added piece of information once again evokes an emotional response with the target audience. It is both a head and heart strategy as it plainly states its association with the starlight foundation, however given mothers are the target audience it has an emotional appeal.

Burnett, Moriarty, Burnett, (1997, p.104-117)

Message approach

Dimetapp have used a number of message approaches in their advertising campaign to convey their message to the target audience in a creative manner. The text at the bottom of the page is informative and uses no gimmicks to present this, "Dimetapp elixir and sugar free elixir relive nasal congestion, runny nose, achy watery eyes and sneezing." On each of the ads in the campaign this straight forward approach is employed to clearly present Dimetapp's attributes. Also stated in the text at the bottom of the page Dimetapp boasts being "twice the value of Demazine syrup." This comparative technique aims to influence the audience to believe that Dimetapp is better than Demazine.

Dimetapp's advertisements offer a problem solution to parents who struggle to get their children to take their medicine. "Dimetapp gets to work because kids actually like taking it." Not only does this solve the problem of children taking their medicine it also "effectively relieves symptoms of cold, cough and allergies so your child and you can enjoy a good night sleep." The children featured in each of these advertisements are spokespersons for Dimetapp's great taste. The copy reads "Kids love Dimetapp" each of the children featured in the ads are verifying this claim.

All of these approaches were employed in the advertisements to increase the audience's knowledge of Dimetapp and verify Dimetapp as an effective and authentic cold and cough medicine for children.

Burnett, Moriarty, Burnett, (1997, p.344-345)

Message Execution

The message execution is the form in which the advert is presented. In this case, the ad campaign utilises glossy print form, within "lifestyle" type magazines. The overall message tone created is vibrant, warm and happy imagery of the remedy, being Dimetapp. This is due to the warm orange gradient being utilised in the background in addition to the use of the positive hand imagery (ie. Thumbs up, "love heart" hands and flower.). Also, the use of the childlike hand writing font in the heading keeps it light and simple.

Think /feel

The Dimetapp campaign is bright and colourful; the images portray a sense of innocence and honesty. Its playful writing and simplicity lead the audience to feel enlightened, the warm colours are reassuring while the copy is informative satisfying the target audience. The use of a young child in the advertisements represents innocence and honesty, these feelings favourably position the Dimetapp brand in the target audiences mind.

Effectiveness

This advert would be deemed effective, due to its attention grabbing ability. The use of perception traits such as a large simple image, and easy to follow flow lines of a more or less symmetrical nature, make it pleasant and attractive. The ad is more so informative, rather than persuasive- which is ideal for the type of product being advertised.

When measuring the effectiveness, there are a certain criteria that must be followed, including relevance, originality and impact.

Relevant

Does the advert mean anything to the target audience? Yes, the imagery and copy suggests to mothers that if you love your child and want to keep them happy, you would buy Dimetapp cough medicine in the case of cold or flu.

Original

large break

Is the advertisement one of a kind and attention grabbing? Yes. With the use of a large graphic area, use of bright coloured gradient and the child like print headline, the reader is compelled to read more, and follow through the advertisement. In regards to originality, the Dimetapp ad is distinctly its own, and does not intend to confuse, or lure customers into relating it to another product or ad campaign of a similar nature.

Impact

Does the advert break through clutter and get attention, in addition to being retained in memory? Yes- in the style of magazine chosen, the Dimetapp ad does stand out with its bright colouring and simple, child-like design. The message is clear and simple, and the Dimetapp brand is prominently displayed. The use of little text further adds to the simplicity, and attractiveness of the advert making it attention grabbing.

Eye Movement

In each of the advertisements, you will notice a clear pathway that your eyes choose to follow. This is created by many design principles that are all working in conjunction with one another.

Advertisements One and Three

Communication task

'Kids Love Dimetapp'

The message that this advertisement is trying to communicate is that there will be no difficulties trying to get your children to take their medicine when they are sick because they will love the taste of Dimetapp. It is trying to convey to the audience that it is good for children and that it is great for parents because it is no fuss; children love the taste and will want to take their medicine. It is great value for money because it is so quick and effective that smaller doses are needed and over a short period of time. The inclusion of Dimetapp's support of the Starlight Foundation shows that the company is community minded.

'Kids Heart Dimetapp'

This advertisement is a variation of the 'Kids Love Dimetapp' advertisement but it is still trying to convey the effectiveness of Dimetapp at getting children to take their

medicine. It is unique in the fact that children will actually like the taste of this medicine and will want to take it, leading to quick relief of symptoms. Parents will be able to enjoy a good night sleep without being disturbed by their sick children.

Think/feel

Perception

Both of the advertisements are a full colour page advertisement and appear on the right hand side page midway through the magazine. This is a prominent position offering a prime opportunity to be seen by the selected target audience. The ads are eye catching as they are bright and colourful, the warm orange background is bright yet not too bold a statement. The layout is simple and easy on the eye; the main message "kids love Dimetapp" is straightforward and large therefore standing out.

Cognition

Both of these ads have the same copy at the bottom of the page, included are the benefits and attributes of Dimetapp. The information meets the needs of the target audience "Dimetapp is effective in relieving the symptoms of cold, cough, and allergies." While also differentiating it self from other products, "Dimetapp is twice the value of Demazine syrup."

Affective

Both ads create liking through the images, the children having fun playing on the colourful Dimetapp train creates a positive feeling towards Dimetapp. As does the playful children hand writing and the bright orange background. The Child giving the thumbs up or forming a love heart with their hands evoke emotions of innocence and honesty towards the Dimetapp brand.

Association

The thumbs up hand signal is a universal gesture for "good work" or "good stuff." The image of the young child giving the thumbs up to Dimetapp symbolises the child's approval of Dimetapp. The child forming the shape of a love heart with their hands is symbolic, signifying the child's love for Dimetapp. Both of these symbols imply Dimetapp is child friendly, and epitomize Dimetapp's main message "kids love Dimetapp." These images form positive feelings towards the Dimetapp brand of honesty and innocence.

Persuasion

The slogan “kids love Dimetapp” is a persuasive tool employed by Dimetapp in an attempt to convince mothers that their children love the taste of Dimetapp. This is emphasized even more so by the child forming the love heart shape with their hands, and further highlighted in the other advertisement by the thumbs up of approval given by the young child. The other phrase appearing in the middle of the page separating the image and the copy reads “it works as good as it taste” once again persuading the reader to believe

Behaviour

At the bottom of the page a website is listed promoting readers to visit the website and find out more about the Dimetapp range of products and its association with the starlight foundation. “To learn more about Dimetapp and the starlight foundation visit their websites.”

Burnett, Moriarty, Burnett, (1997, p.104-117)

Eye movement

Direction: Naturally, your eyes will start out in the top left corner of the ad, and follow across the top of the image portion. Within this initial scope, you are able to receive the catch tag of “Kids love Dimetapp”, in addition to viewing a simple graphic of a child’s hand giving a positive “thumbs up” gesture or forming a love heart shape.

Dominance

The advert, due to the colouring and size of the graphic, is dominated by the upper half. The copy area on the lower portion is not too intense, however, is easy to read and retains the advert’s simple nature.

Unity

All the elements of the advert are drawn together by the use of an orange to white gradient being utilised in the background of the ad. This fuses down the lower text area using a divider of the same colour, which has a clearly stated headline. This is the intermediary between the copy and the graphic portions of the advertisement.

White space

There is a dominant white space area utilised around the brand name of “Dimetapp” in the bottom right area of the ad. This creates a focus on the brand, as it is not blended in to the text.

Contrast

The use of the gradient, once again, creates a contrast between the levels of the tone within the advertisement. Contrast is also created via the use of a larger image of the Childs hand, to the smaller graphic of the children on the “Dimetapp train” in the lower portion.

Balance

The Dimetapp ads utilise a formal balance, as it is more so symmetrical in the placement of images and copy. The size of the headline is roughly the same size as the copy area in the lower part of the ad, and the image is more so central, breaking up the lines of symmetry. The image of the children on the train is offset by the white space and Dimetapp logo.

Proportion

As stated above, the proportion is dominated by the art area of the ad, as it covers roughly 2/3rds of the page and is offset by the copy placed throughout the ad.

Very good

In addition, the design principle of “simplification” has been implemented- that is to say, less is more. The designer has kept the graphics of a simple nature, creating limited focal points and driving eye movement in a certain direction with the use of the principles stated.

Burnett, Moriarty, Burnett, (1997, p.394)

Advertisement Two

Communication task

'Nip Kids Allergies in the Bud'

It is communicating the effectiveness of Dimetapp on relieving symptoms common with allergies. The product is being sold based on the addition health values that it contains; it is an effective antihistamine that is sugar free and free from artificial flavours. It is

appealing to parents who don't want their children affected by additional sugars and artificial products. The advert is conveying to the reader that Dimetapp is the most effective at relieving children's allergy symptoms.

Think/feel

Perception

This advertisement appears on the right hand side page, half way through the magazine 'Women's Weekly.' Its bright orange background is eye catching while the slogan "nip kids allergies in the bud" written in mischievous children hand writing grabs attention immediately.

Cognition

The ad presents information about the attributes and benefits of Dimetapp in the copy located at the bottom of the page. This information is helpful to the target audience "the combination of an antihistamine and a decongestant relieves sneezing, achy watery eyes and runny noses." This information meets the needs of the target audience whilst teaching them how Dimetapp can relieve hay fever.

Affective

This ad creates liking through its humour and its images. "Nip kids allergies in the bud" is a play on words used to demonstrate the benefits of the product with humour. Whilst the delicate child's hand holding out a flower, generates feelings of innocence and sincerity towards the Dimetapp brand. The bright colours used throughout the ad reinforce liking through the positive vibes the colours emanate.

Association

The young child holding a flower creates brand meaning, as an association can be drawn between the flower which is a cause of allergies and product, Dimetapp which is being promoted. Throughout the main slogan "nip kid's allergies in the bud" all if the letter 'i' are dotted with love hearts. Another heart appears in red above the Dimetapp brand, all of these love hearts are drawn in children's hand writing implying that a child has drawn them, hence reaffirming "kids love Dimetapp."

Persuasion

In this ad readers are persuaded to believe "Kids love Dimetapp because it tastes great." This phrase appears at the beginning of the copy, and repeated again in larger writing above the Dimetapp label.

Behaviour

"To learn more about Dimetapp and the starlight foundation visit their websites." The inclusion of this phase encourages the target audience to react and log onto the website to discover more about Dimetapp's range of products and its association with the Starlight foundation.

Burnett, Moriarty, Burnett, (1997, p.104-117)

Message approach

The same message approaches are relevant to ad 2 as were to ads one and three which were stated earlier. The only difference in this ad is the use of humour. "Nip kids allergies in the bud" uses a play on words to demonstrate the benefits of the product. The phrase immediately grabs your attention, which is soon after reading is transformed into liking for the product.

Burnett, Moriarty, Burnett, (1997, p.345)

Eye movement

Direction: Your eyes naturally start at the top left hand corner of the page, and then follow across the top of the page to see the image portion. In this portion of the ad your attention is drawn to the adverts message, "nip kids allergies in the bud." The next place your eye is drawn is further down the page where you see a simple graphic of a child's hand holding a white flower.

Dominance

The upper half of the ad is the more dominate portion, due to the large graphic and bright colour orange. The second half of the ad is copy, this lower portion is not too intense, and its black white contrast makes it easy to read and retains the adverts simple nature.

Unity

The white and orange background gradient brings together all of the elements of the advertisement. The orange band separates the image and the copy clearly defining each area in this way.

White space

There is a dominant white space area utilised around the brand name of “Dimetapp” in the bottom right area of the ad. This creates a focus on the brand, as it is not blended in to the text.

Contrast

The gradient contrasts the two sections of the ad the image and the copy. Contrast is also created via the use of a larger image of the Childs hand holding the flower, to the “kids love” slogan above the Dimetapp logo.

Balance

This ad employs a formal balance, as it positions the image and copy symmetrically. The size of the headline occupies as much space as the copy in the lower part of the ad, while the image is more central, thereby breaking up the lines of symmetry.

Proportion

The image covers roughly two thirds of the page and is offset by the copy which appears in the bottom third of the page.

Burnett, Moriarty, Burnett, (1997, p.394)

Section Two

History of Benadryl

Benadryl is a product of Pfizer Australia, a company that has been providing Australia with prescription medicines and healthcare products since 1886. Known as The Family Cough Expert, Benadryl comes in a variety of products. It's Dry and Chesty Forte products are designed to sooth cough symptoms, while Dry Cough and Nasal Congestion and Chesty Cough and Nasal Congestion, not only help sooth cough symptoms but help to clear the nose. It is suitable for anyone aged from two and above.

Medium

The two Benadryl advertisements will be placed in magazines such as Women's Weekly and Women's Day, on consecutive pages. This is so Advertisement One will be on page 22, and advertisement Two will be on page 24. It will take one flip of the page to find the following advertisement. This has been done specifically to show the 'problem' being 'solved', which is the key message of the campaign.

Target Audience

Age

The advertisements are targeted at mothers with young children aged between zero to seven years of age. The child featuring within the advertisements is of preschool age, appealing to any parent with a child around a similar age and in a similar circumstance.

Gender

The gender that is being targeted specifically here is women, in particular mothers of small children. Mothers are generally the ones who do the shopping and decide what is purchased. So in this case, the advertisement is trying to appeal to mothers and have them pick Benadryl when they are shopping.

Education

The target audience for these advertisements would need at least a medium to higher education. The text explains ingredients and the effects that the medication as in helping relieve symptoms and the audience would need to have at least a basic understanding of what is being told to them.

Occupation

A specific occupation is not targeted here, as it is aimed at parents whose primary responsibility is to take care of their children, something that could be considered a full time occupation. It is appealing to mothers who do have a job as well as a family to take care of, as it is a medicine that works rapidly in relieving symptoms and those who work as well as take care of the family will want the problem solved immediately without any added stress to the day.

Income

The advertisements are targeted at people in a medium to higher income bracket. It is aimed specifically at those who can afford to buy medicine from the pharmacy and want the absolute best when it comes to ensuring their children's health and wellbeing.

Psychographics

The target audience of Benadryl are busy mothers who do not have time for the extra hassle of taking care of a sick child who is unable to sleep through the night. They are working mothers, who run the household as well and when they sleep at night that is when they receive their few moments of rest.

The mothers are the person in their family that does the shopping and decides what is purchased for their household. They look for quick solutions to problems and want something that can benefit the whole family. Benadryl provides them with the solution of ensuring that the entire family can sleep at night because there is no sick child keeping everybody awake, and it can be taken by any other member of the family as it is a medicine for any age group.

Consumer Wants

The Benadryl advertisements are appealing to the parents wanting peace and quiet, a time for relaxation. When a child is sick, there is very little time to rest, having to cater to the child's wants and helping them to feel better. By helping to relieve the child's symptoms, Benadryl is saying that they are giving parents the time to rest and relax while their children sleep.

Consumer Needs

Medication and sleep are a part of the physiological level of Maslow's Hierarchy of Needs. The need to be healthy is an innate need and getting enough sleep and taking medicine when we are sick ensures that we are kept healthy. Sleep is one of the most innate forms of needs for humans, as no sleep can be detrimental to a person's health.

Consumer Motivations

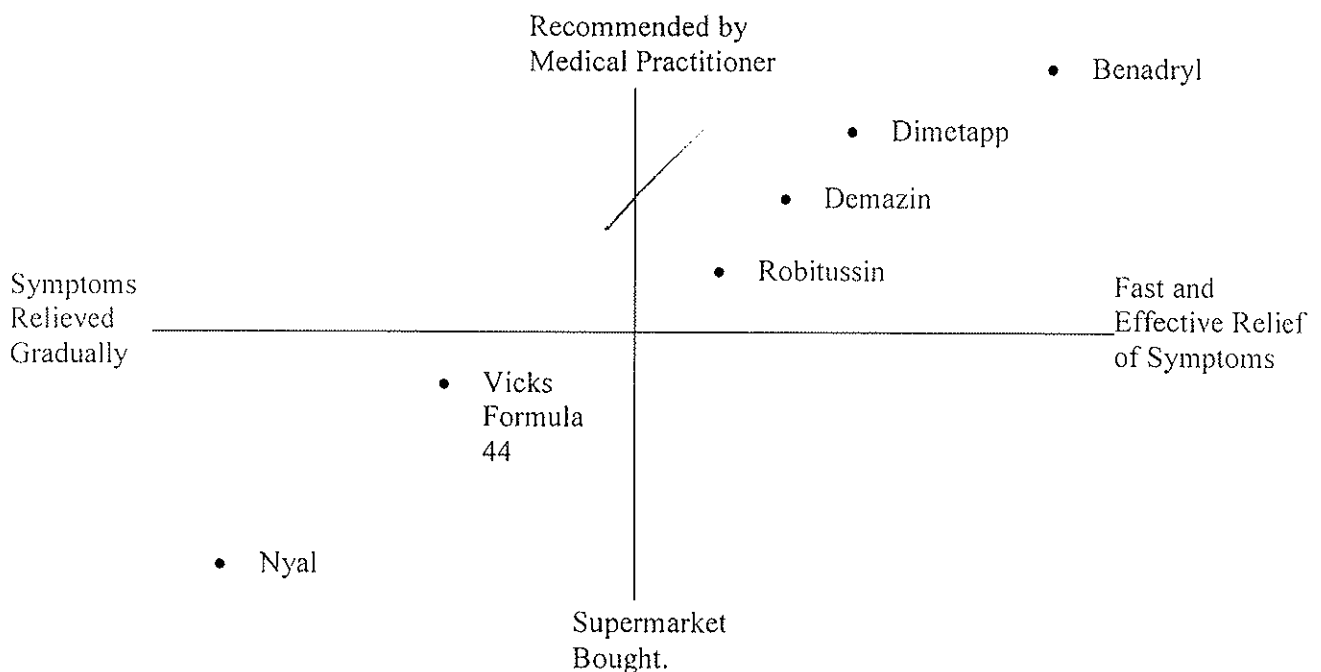
Consumers are motivated to keep their family healthy and have a good night sleep. The advertisements are appealing to these motivations. It can be hard for a parent to take care of their children all day and then continue to do it throughout the night, whilst they are ill. With the advertisements, Benadryl will appeal to parents who wish to be able to sleep through the night because their children are now healthy and relieved from flu symptoms.

Positioning

Brand Position

With these advertisements, Benadryl is being positioned as a product that is faster and more effective than its competitors. It is positioning itself as a brand that when taken by children it can ease the symptoms of the common cold within hours, allowing for the entire family to enjoy a good nights rest.

Perceptual map



The perceptual map above is an example of how the Benadryl brand is being positioned against its competitors as a more effective medicine for relieving flu symptoms.

Product Features

Benadryl is being sold based upon its attributes. Its biggest selling point is the intangible attribute of it being good quality. It is being positioned as the medicine that is the quickest and most effective at relieving flu symptoms. When a person has the flu it is the symptoms that are the most uncomfortable and quick, effective relief is what they expect from the medication that they are taking.

The competitive advantage that Benadryl has over Dimetapp and another of its attributes is the age group that it is suitable for. While Dimetapp is only suitable for children to the maximum age of twelve, Benadryl can be taken by children as well as adults. This provides them with a far larger consumer base, as there would be adults who are unable or do not like to take the tablets that are available for them and would like effective relief from their flu symptoms.

Campaign Objectives

- Grab attention and create awareness of the Benadryl product
- Stimulate interest and sales
- Stimulate recognition for the brand
- Deliver information about the Benadryl product

Desired reaction

The Benadryl advertisements are designed to encourage customers to have a direct response to the product, through the inclusion of the toll free number and the listing of their website. The advertisements provide consumers with a solution to a problem with children's allergies and colds, and the advertisement specifically targets consumers to take action and purchase the product.

Advertisement One - This advertisement simply states the problem, and creates awareness of what children and families may be going through when it comes to colds and allergies. It reminds consumers of what it's like when this problem arises in their own household, encouraging viewers to relate to the situation and feel that the product is suited to their own situation.

Advertisement Two - This advertisement shows what Benadryl can do to solve the problem that was highlighted in the first advertisement. It is in this second

advertisement in which viewers are encouraged to have a direct response, specifically in terms of sales. Benadryl promotes the solution, which correspondingly should result in sales, which is the desired reaction for these advertisements.

Big idea

The overall idea of the Benadryl advertisements is creating awareness of the problem of children's allergies and cold's, and then correspondingly providing a solution to that problem. Ultimately Benadryl wants the viewers to feel that they understand the problems that families may come across when trying to treat children with cold's or allergies, and then position themselves as the heroes, by providing the solution for these concerns.

Communication Task

The first advertisement demonstrates the problem that many parents may encounter when their child gets sick with a cold or from allergies. The key message that this advertisement is trying to convey, is that the team at Benadryl understand what its like to have a sick child, and the Benadryl products can provide for those symptoms. It is portrayed to be a trustworthy and reliable product because it is being recommended by the pharmacist. The second advertisement proceeds in providing a solution to the problem identified in the first advertisement, emphasising that Benadryl can be the answer to relieving your child's sickness. It ultimately emphasises Benadryl's key advantage of helping children get a good nights sleep, even when they are sick, which brings comfort to their concerned parents.

Message Approach

Benadryl advertisements utilise all major message approaches to convey their ideologies to the specific target audience. Firstly, the straight forward approach employed to present information about the Benadryl product range. It also gives direct information about the ingredients included, and the intended benefits of the product. "Benadryl is the family cough expert, offering relief from sore throats, coughing and

cold symptoms” this information is seen in the copy at the bottom of the advertisement. The image in the advertisement represents a slice of life, portraying the mother consulting the pharmacist. This is a situation that most mothers can relate to, when their child becomes sick, showing the mother thinking about her child, sick in bed, when she is purchasing a Benadryl product. The second advertisement shows the affects of Benadryl, demonstrating how it will enable your child to have a good night sleep. In the first advertisement, the pharmacist acts as a spokesperson for Benadryl as he is seen recommending the Benadryl product to the concerned mother.

The advertisements were designed to position Benadryl as the product hero. The first advertisement shows the problem, being the mother with the sick child, seeking advice from her pharmacist. This problem is then solved in the second advertisement, as shown; the sick child is now able to have a good night sleep. This is further enforced through the key message reading “Problem”, and then “Solved”.

The advertisement also includes a comparative approach, by stating “Benadryl is proven more effective than the leading allergy medicine.” This indirectly compares the Benadryl to others in its product category.

Burnett, Moriarty, Burnett, (1997, p.334-345)

Very good

Message Strategy

The first advertisement makes use of both hard sell and soft sell strategy in order to provoke a response in the target audience. By listing the product attributes and benefits it provides direct information, leading the consumers to make a logical purchase decision. The advertisement provokes an emotional response derived through the soft sell strategy. The imagery of the sick child and his concerned mother stimulates emotion in the consumer’s mind, especially mothers, who can relate specifically to this situation.

The advertisement targets the cognitive element of the consumer’s mind, through the copy listed at the bottom of the page. It encourages the consumers to think about Benadryl as an established brand in the market place, therefore leading them to make a rational purchase decision.

Burnett, Moriarty, Burnett, (1997, p.334-335)

Think/Feel

Perception

The advertisements are to be placed on the right hand side page early to midway through the magazine. The first ad grabs the audience's attention as the "problem" is left unsolved. With a turn of the page the audience's curiosity is "solved." The affect of the two ads appearing consecutively enhances the chances of the Benadryl brand logo being seen. The cleanliness of the ads creates selection and attention, as they are easy on the eye, and do not present too many focal points. However, the attractiveness is capable of holding attention for long enough for the message to be conveyed.

Overall use of white throughout both of the advertisements helps the ads stand out.

Cognition

The first Benadryl ad stimulates the readers to think about the purpose and benefits of Benadryl. The "problem....." leaves readers with an unanswered question arousing curiosity. The consecutive advertisement then provides the solution to the problem with the benefit being your family getting a good night sleep. Information placed at the bottom of the bottom of the page talks about Benadryl's attributes (the ingredients) and its benefits "relieving cold, cough and allergy symptoms." The needs of the target market are also met through the advertisements, as every mother wishes that their child will get well and be able to enjoy a good nights sleep. Differentiation is received well due to the use of branding that sets it apart from other medicines of a similar category (i.e. The Benadryl family illustration/ logo, Benadryl bottle packaging). Also, as strong message of the fact that Benadryl is proven to be more effective than the leading allergy medicine.

Another effect of the advertisements appearing consecutively increases the chance of recall. Recall is sure to be obtained due to the use of the friendly looking characters and light hearted nature of the ad.

Affectiveness

The ad creates a desire for the product for anyone that has children suffering from the related illness, whilst emotions and affective feelings are created through the use of the good looking characters, and the mother-child scenario. The Benadryl advertisements create liking through the peacefulness of the child sleeping and the overall effectiveness

of the product being able to give the child and their family a good nights sleep. The white colours radiate purity and trust worthiness in the Benadryl brand. These positive feelings create liking for the Benadryl brand. The image of the young child in both of the advertisements affect the target markets emotions. Mothers are influence by these images as they can relate to the situation.

Association

There is not much symbolism in the ad, as it is more or less straightforward. However, the relationship between the mother and the son is one of care. A reader may interpret this as "If you care, and love your child, then you would buy Benadryl." Conditioned learning may be achieved through the use of the adverts, helpline and website that all work in conjunction with each other. Brand transformation is created by the use of the family image that is portrayed in both the images, as well as the slogan for Benadryl which is "for the family".

Persuasion

The advertisement is persuasive by positioning the product to be seen as a solution to the mother's problem. The Benadryl logo is dominant in both advertisements ensuring that the brand is linked directly to the problem solution. It creates conviction and preference through the credibility of the actors as they are believable, the use of the pharmacist suggest that Benadryl is a credible brand. Loyalty to the brand is created through the slogan stating that it is proven most effective over another leading brand. All the customer needs to do is buy it once and see how it works in comparison to other brands.

Behaviour

Behaviour is initiated through the addition of the website and the toll free number, enabling customers to contact the company for sales purposes or to seek more information. Burnett, Moriarty, Burnett, (1997, p.104-117)

Eye Movement

Due to the similarity of the ads, many of these features you will find to be the same, especially in relation to the copy portion of the advertisements. However, the direction of eye movement is slightly different.

Direction ad 1

Naturally, your eyes will start out in the top left corner of the ad, where the child in the “though bubble” appears, and then follow down towards the mother and pharmacist holding onto a drug bottle.

Following that, your eyes should glaze over the word “problem” and then down towards the “Benadryl” logo. To the left of the logo, the text block can then be read.

Direction ad 2

Through the use of the light colouring, your eyes should be immediately attracted to the child’s face, at which point, you follow down towards the text portion of the advertisement

Dominance

The advert, due to the size of the graphic portion is dominated by the top half. This is counterweighted by the use of copy on the lower half

Unity

The use of the light, white and clean areas, in addition to the copy all being of the same colour, creates unity within the total advertisement. As the use of colours is limited, the palate presented is quite easy on the eye. The illustration, between the graphic portion and the copy area below, ties the ad together and creates an even flow line.

White Space

The use of little content around the Benadryl logo creates focus on the brand name.

Balance

Similar to the Dimetapp ads, the Benadryl ads utilise a formal balance, as it is more so symmetrical in the placement of images and copy. The size of the headline is roughly the same size as the copy area in the lower part of the ad, and the image is more so central. The images of the different types of Benadryl product is offset by the white space and Benadryl logo.

Proportion

Similar once again to the Dimetapp advertisement, the proportion is dominated by the art area of the ad, as it covers roughly 2/3rds of the page and is offset by the copy placed throughout the ad.

Simplification has been applied in addition. The use of limited focal point creates ease of eye movement, and attraction to the desired locations on the advertisement.

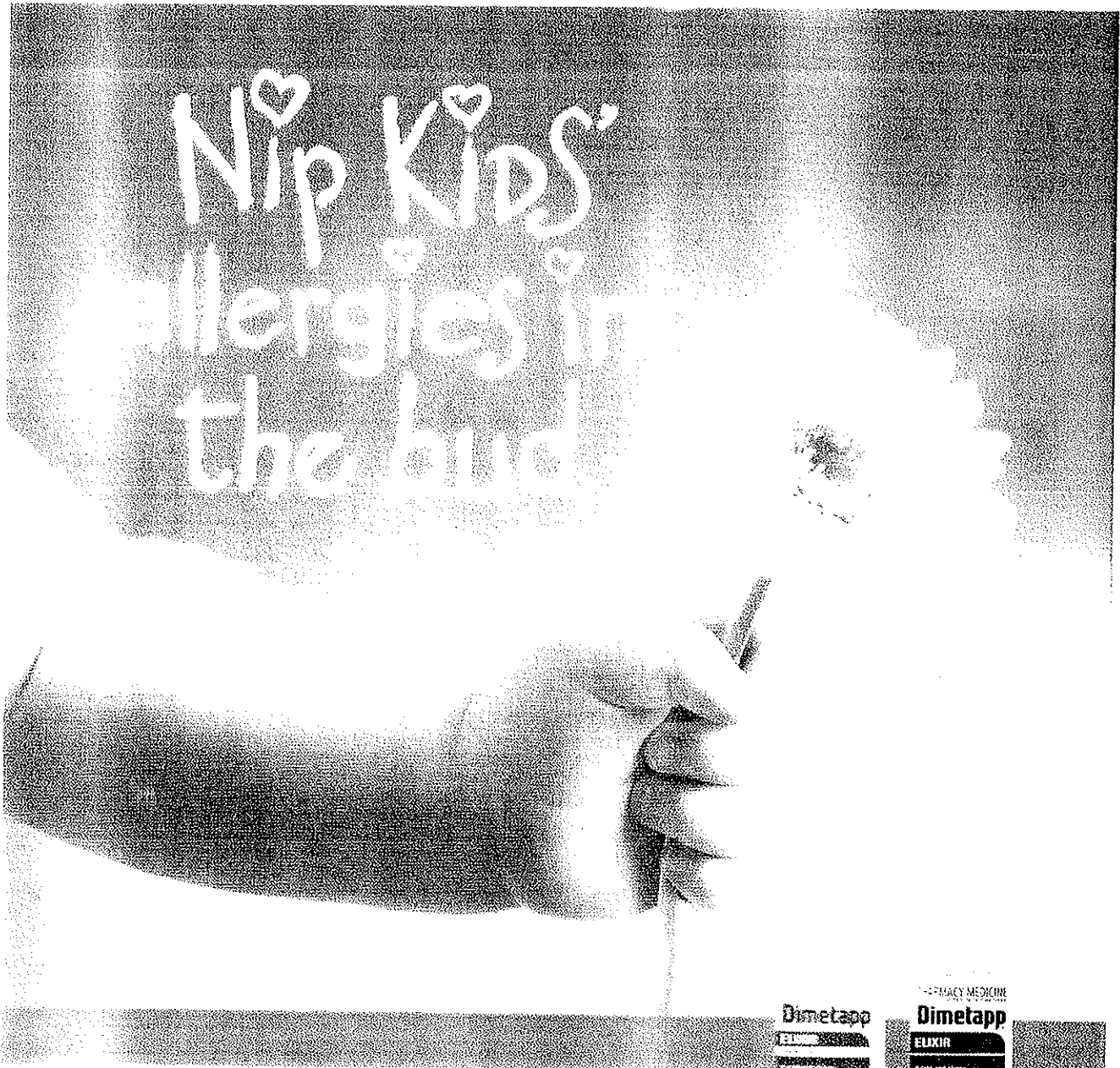
Burnett, Moriarty, Burnett, (1997, p.394)

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Appendices two: Section one - Advertisement two



Kids love Dimetapp because it tastes great and helps relieve allergies, like hayfever.

The combination of an effective antihistamine with a decongestant relieves sneezing, itchy watery eyes and runny noses. So they'll sleep better, and so will you.

Dimetapp is sugar free, & is also available in colour free formulations, which are free from artificial flavours too. Dimetapp. It works as good as it tastes & helps nip kids' allergies in the bud.



Dimetapp is proud to support the work of Starlight in brightening the lives of seriously ill & hospitalised children across Australia. To learn more about Dimetapp and Starlight visit www.dimetapp.com.au or www.starlight.org.au

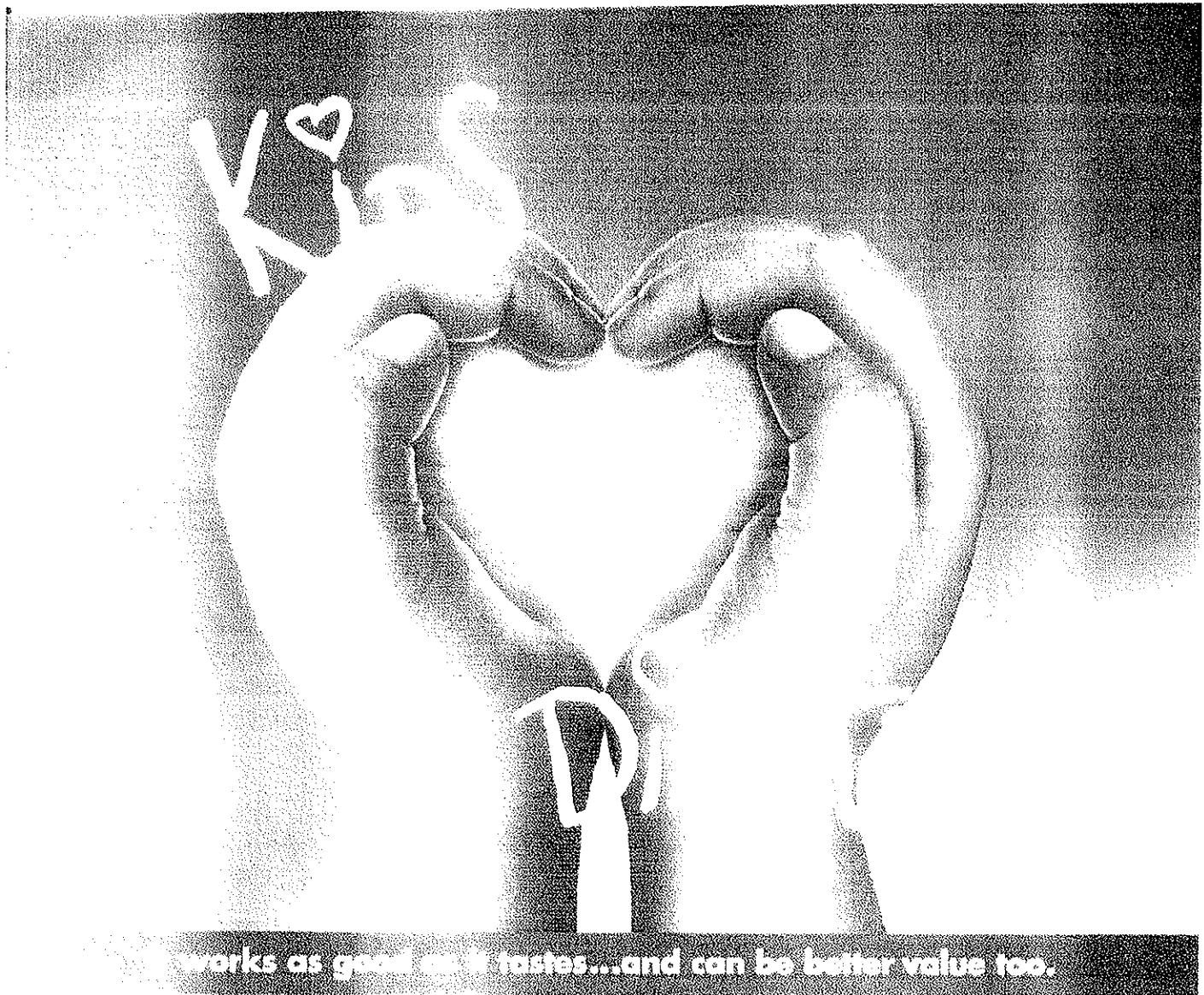


Dimetapp

**Cold, Cough & Allergy relief.
It works as good as it tastes.**

Available only in pharmacy. Always read the label. Use only as directed. If symptoms persist, see your doctor. Dimetapp is a registered trademark of Dimetapp Pty Ltd. Starlight Children's Foundation Australia is a registered charity. Dimetapp.com.au

Appendices three: Section one – Advertisement three



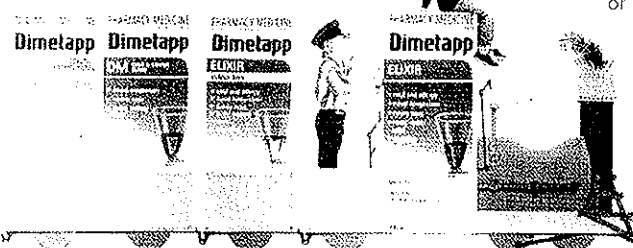
works as good as it tastes...and can be better value too.

Dimetapp gets to work because kids actually like taking it. Dimetapp is effective for relieving the symptoms of colds, coughs & allergies, so your child & you can enjoy a good night's sleep.

Dimetapp Elixir and Colour Free Elixir relieve nasal congestion, runny nose, itchy watery eyes and sneezing. For colds with dry coughs, there's Dimetapp DM and Dimetapp DM Colour Free Elixir.

All Dimetapp Elixirs are sugar free, plus Dimetapp is great value for money. With more doses per pack, Dimetapp can represent up to twice the value of Demazin Syrup. You've got to love that!

Dimetapp is proud to support the work of Starlight in brightening the lives of seriously ill & hospitalised children across Australia. To learn more about Dimetapp & Starlight visit www.dimetapp.com.au or www.starlight.org.au



Dimetapp

Cold, Cough & Allergy relief.

Waters Consumer Healthcare Pty Limited, 17-19 Solent Circuit Norwest Business Park, Baulkham Hills NSW 2153. Toll free 1800 555 057. www.dimetapp.com.au

Available only in pharmacy. Always read the label. Use only as directed. If symptoms persist, see your healthcare professional.

Demazin is a registered trade mark of Schering Corporation. Dimetapp Elixir can be twice the value for money compared to Demazin Syrup when a comparison is made between the cost of an e-MIMS recommended dose (7.5 mL) of Dimetapp Elixir for children aged 6-12 years and the cost of an e-MIMS recommended dose (7.5 mL) of Demazin Syrup for children aged 6-12 years.

Appendices four: Section Two – advertisement one



problem...

Benadryl is proven more effective than the leading allergy medicine

Benadryl is the family cough expert, offering relief from sore throats, coughing and cold symptoms - so your child, and you, can say goodbye to sneezing, runny noses, itchy noses and throats, and watery eyes - plus, it's alcohol free.

Benadryl
FOR THE FAMILY

For further information, call our toll free helpline on 1300 755 755.



Always read the label. Ask your pharmacist for advice. If symptoms persist, please see your doctor. Benadryl products contain the following active ingredients: Benadryl One a Day Relief & Benadryl Allergy Oral Solution - Cetirizine; Benadryl for Children Allergy Solution - Cetirizine; Benadryl Plus - Acrivastine (antihistamine) & Pseudoephedrine (decongestant); Benadryl Allergy Relief - Acrivastine; Benadryl Skin Allergy Relief - diphenhydramine (antihistamine), zinc oxide and racemic camphors. Copyright ©2006 Pfizer Inc. All Rights Reserved - Benadryl is a registered trademark.

Pfizer
AUSTRALIA

Appendices five: Section two- Advertisement two.



solved.

Benadryl is proven more effective than the leading allergy medicine

Benadryl is the family cough expert, offering relief from sore throats, coughing and cold symptoms - so your child, and you, can say goodbye to sneezing, runny noses, itchy noses and throats, and watery eyes - plus, it's alcohol free.

Benadryl
FOR THE FAMILY

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Always read the label. Ask your pharmacist for advice. If symptoms persist, please see your doctor. Benadryl products contain the following active ingredients: Benadryl One a Day Relief & Benadryl Allergy Oral Solution - Cetirizine; Benadryl for Children Allergy Solution - Cetirizine; Benadryl Plus - Acrivastine (antihistamine) & Pseudoephedrine (decongestant); Benadryl Allergy Relief - Acrivastine; Benadryl Skin Allergy Relief - diphenhydramine (antihistamine), zinc oxide and racemic camphors. Copyright ©2006 Pfizer Inc. All Rights Reserved - Benadryl is a registered trademark.



