Which methods are used in these ads?

- https://youtu.be/bvLaTupw-hk
- http://youtu.be/M7Flvfx5J10
- https://youtu.be/XYf82F3CHYo
- https://www.youtube.com/watch?v=6ZBGnkrIrIM

- Decide which methods are used to hook the audience in these advertisements.
- Then decide which method each ad relies on the MOST.
- Finally, cite evidence from each ad to support your claim.
Three ways advertisers create perceived value:

1. **Branding Value**: a person demonstrates loyalty to the brand itself

2. **Messaging Value**: a person sees themselves as socially conscious

3. **Badge Value**: a person sees themselves as elevated through ownership or use of this product
Branding Value Examples...
$441.33
Feb. 2013
OH I SEE YOU'RE WEARING NORTHFACE HEAD TO TOE

YOU MUST GO ON SO MANY ADVENTURES. TELL ME ALL ABOUT THEM
Ad using Branding Value

HOW A POINT TRAVELS...

SO YOU CAN EARN FROM START TO FINISH

Marriott Rewards. every step along the way
Messaging Value Examples...

* don't BREED or BUY, while SHELTER pets DIE. *
How to wear leggings...

- No
  - Maybe
- Yes
  - Yes

Source: CharmedValerie.com
Ads using Messaging Value...

- [Link](https://www.youtube.com/watch?v=2R1h8oW3kk4&list=PL7FEF61DA1F5293A0&index=38&WT.srch=1&wtPaidSearchTerm=texting+while+driving+video)
Badge Value Examples...
Ad using Badge Value...

New SLK. From the Mercedes-Benz Dream Factory.