

## Print Advertising

Name

Date

### **An approach to analysing advertisements: Attention, Interest, Desire, Action (AIDA)**

(There are other approaches)



What is the purpose of all advertising? (Complete sentence please)

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### **Focus on Advertisements 1, 2 and 3 from**

1818 'Classified Advertising.', *The Sydney Gazette and New South Wales Advertiser* (NSW : 1803 - 1842), 30 May, p. 4, viewed 16 July, 2012, <http://nla.gov.au/nla.news-article2177968>

#### **1. What is being advertised?**

Advertisement 1		
Advertisement 2		
Advertisement 3		

#### **2. Who are the target audiences for these three advertisements? How do you know?**

Advertisement 1	
Advertisement 2	
Advertisement 3	

#### **3. What is the feature of the advertisement which is designed to attract the reader's *attention*?**

Advertisement 1	
Advertisement 2	
Advertisement 3	

#### **4. What does the advertisement include to maintain the reader's *interest*?**

Advertisement 1	
Advertisement 2	
Advertisement 3	

**5. What features seek to make readers want or *desire* the product or service?**

Advertisement 1	
Advertisement 2	
Advertisement 3	

**6. What is included to encourage people to take the *action* required to purchase the product?**

Advertisement 1	
Advertisement 2	
Advertisement 3	

**Worth thinking about**

7. Consider the phrase from the third advertisement: *without getting drunk and neglecting the Business he may be sent upon.*

Would you see this phrase included in an employment advertisement today? YES/NO  
 What are some reasons for your answer? (Complete sentences please)

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8. Simon Lear’s advertisement (No 2) appears with those for goods and employment. Would you find an advertisement for a dentist in a similar column today? YES/NO  
 What are some reasons for your answer? (Complete sentences please)

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**For discussion**

9. These advertisements are from Sydney in 1818. What can we learn about the colony from just these three advertisements? (Revision: History)