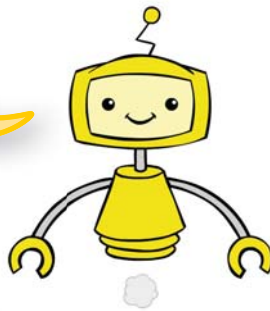


Analysing advertisements

I know I would be an easy product to market — I'm super cute, oh so smart and, let's not forget, funny! Anna and Peter took me home in a flash, so I know I appeal to Australians — but I wonder what I would need to do to market myself internationally. Would Indonesians find me appealing as I am, or would I need to reinvent myself? What do you think?



LINKS TO:

Stage 2, Module 8

Work Sheet 3: Create an advertisement

You need me!

1

Each culture is unique in terms of its communication styles, products advertised, and rules regarding what can be advertised. Advertising reflects the values, attitudes and beliefs of a society, along with common practices of a culture. In addition, advertisements contain cultural references. Not only do advertisements tell us what certain products mean to people within a society, but also what is important and valued within that society.

In advertising, the audience for an advertisement is called a 'demographic'. A demographic is a section of the community, often described

by characteristics such as age, race, religion, ethnicity, education, disposable income, employment status, location, and so on. The main intention of advertising is to convince viewers to either buy a product or service, or support a cause. Successful advertisements are designed to appeal to a particular demographic through strategies such as humour, empathy or self-recognition. Advertisements are designed to create the perception that you need something (or need to do something) that you perhaps didn't realise before you saw the advertisement.

Iklan Indonesia

2

TV advertising in Indonesia is big business. The average Indonesian person watches more than four hours of television each day. TV advertising is a great way to reach a wide proportion of the Indonesian public. In 2010, Rp.60 trillion (about \$A6.8million) was spent on TV advertising in Indonesia. By comparison, in the same year, Australian organisations spent almost \$4 billion on TV advertising.*

Regulations about TV advertising — like regulations about all TV programming — are specific to each country. For example, there are laws stating that Indonesian advertisements must, where possible, be made using Indonesian actors, locations and supplies. The laws were introduced in 2007, partly to support the advertising industry in Indonesia. Before 2007, the TV advertisements were mainly produced by foreign companies.

* Statistics from The Nielsen Company. <http://blog.nielsen.com/nielsenwire/>

Some exceptions were made, to do with established brands and international products. For example, advertising for locally-produced cigarettes needed to be filmed in Indonesia, using Indonesian actors, but the classic 'Marlboro Man' cigarette advertisements, featuring an American cowboy, were allowed because the Marlboro Man was considered an 'established icon'. Many locally-produced advertisements for cigarettes draw on the same images and ideas as the Marlboro advertisements, with macho male figures performing impossible feats of strength, daring and courage.

Perhaps you're surprised to hear about cigarette advertisements on television. In Australia, it has not been possible to advertise tobacco on TV since 1992. In Indonesia you will see advertisements for skin-whitening products, lots of advertisements for scooters and motorcycles, but no advertisements for alcohol, because alcohol is forbidden by the dominant religion, Islam.

Exercise 1

To learn more about cultural differences in advertising, let's examine the way a product, or brand, is marketed in different cultures.

For this next exercise you will need to choose an internationally known product and research how it is marketed in both Australia and Indonesia.

You may use any or all of the following advertisements: print, television, radio or online.

Once you have chosen your product and found your advertisements, begin your analysis.

Describe each advertisement, including an analysis of the four main design elements of advertising:

- **images**
- **sound**
- **language (slogans)**
- **colour.**

Hint! Try researching, for example, a clothing brand, a brand of water or beverage, a food product, sporting goods, a type of car or a restaurant chain.

Record your findings in **English** in the space provided.

Indonesian advertisement:

(continued on following page)

(continued from previous page)

Images:

Sound:

(continued on following page)

(continued from previous page)

Australian advertisement:

Images:

(continued on following page)

(continued from previous page)

Sound:

(continued on following page)

(continued from previous page)

Language:

Colour:

Exercise 2

Compare the similarities and differences in the marketing of your chosen product by answering the questions below.

Consider the Australian advertisement:

2.1 Considering the four main elements of advertising, do you think the company could also use this advertisement in Indonesia? Why, or why not?

2.2 If this was your product, how would you change the advertisement for the Indonesian market?

(continued on following page)

(continued from previous page)

Exercise 3

Consider the Indonesian advertisement:

3.1 What are your first impressions of the advertisement?

3.2 Do you think that this advertisement would work in Australia? Justify your opinion.

3.3 If this was your product, how would you change the advertisement for the Australian market?

Exercise 4

Compare both ads:

4.1 Which aspects of marketing remained the same in both advertisements?

4.2 Which aspects of marketing were changed?

Why do you think this is?

What does this tell you about each culture?

Exercise 5

Extension:

If you were writing advice for a marketing company on how to market products for the Indonesian market, what advice would you give?
