Background pattern

Description automatically generated

**Key Terminology**

* **Target Audience: The specific group of people that an advertisement or marketing campaign is aimed at.**
* **Brand Identity: The unique image and personality of a brand.**
* **Brand Loyalty: The degree to which customers are committed to a particular brand.**
* **Product Placement: The inclusion of branded products in films, TV shows, or video games.**
* **Viral Marketing: A marketing technique that uses social media and other online platforms to spread a message quickly.**
* **Advertising Standards Authority (ASA): The UK's independent regulator for advertising across all media.**
* **Market Research: The process of gathering, analysing, and interpreting information about a market.**
* **Demographics: Statistical data relating to the population, such as age, gender, and income.**
* **Psychographics: The study of personality, attitudes, opinions, and lifestyles.**

**Key Concepts**

* **The Marketing Mix: The four key elements of marketing: product, price, place, and promotion.**
* **Advertising Appeals: The techniques used to persuade consumers, such as emotional appeal, rational appeal, and humour appeal.**
* **Advertising Regulation: The rules and regulations governing advertising, including restrictions on misleading advertising and harmful content.**
* **Consumer Behaviour: The study of how consumers make decisions about what to buy.**
* **Digital Marketing: The use of digital technologies to promote products or services.**
* **Social Media Marketing: The use of social media platforms to connect with customers and promote products.**

**Analysis Techniques**

* **Semiotic Analysis: Analysing the signs and symbols used in advertising.**
* **Audience Analysis: Analysing the target audience of an advertisement and how it appeals to them.**
* **Textual Analysis: Analysing the language, imagery, and layout of an advertisement.**
* **Contextual Analysis: Analysing the historical, cultural, and social context of an advertisement.**

**Advertising and Marketing**

**Media**