



You need to cite this visual

Gently Does It

Do you know what an ad is? Do you know how the ad is useful? An ad is a perfect way to spread the product. It supports the product. Also, it comes in different types. Almost all companies have ads. We can see the ads everywhere in our lives. We can see them in the street, TV, newspapers, Internet, etc. Companies use ads to attract people to use or buy their product. There are two types of ads indirect and direct. The indirect ad is hard to notice ~~that~~ it is an ad. For example, while we watch movies, we see that one of the actors ~~is~~ wearing a Nike's t-shirt. The direct ads are those which we see them in the streets and TV. Therefore, each ad has different properties and goals. Philip Morris is a tobacco company. It made the first cigarette in 1929. In 1954, Philip Morris started advertising cigarettes especially to women. The Philip Morris Company has an attractive ad, which has several

YOU MUST CITE THIS

Very
short,
choppy
sentences

properties. Like appeals such as, visual, attention, affiliation, and spending. *fragment*

This ad is very attractive *it presents* due to the image presented to the public. It grabs the public's attention because not only it is for men *flaw is off*, but it is also for women. Philip Morris tobacco is original *catches* and known around the world. Also the emotional appeal *caught up* people's attention to purchase those types of cigarettes. Even now, just by looking at the image of the ad it catches your attention to the 70's and that might attract a lot of the older generation. This ad attracts people because of the smiling, attractive and beautiful woman *is not when it was created* advertises. The target of this ad is to attract different ages and the art that is exposed is very attracting. Not only does this ad represent the tobacco, but it also represents fashion by her dress. Due to the attractiveness of this ad, many non-smokers started to smoke because of the images presented. That means *Support this claim* that the ad affects the non-smokers and the smokers. The smokers ~~will~~ feel happy when they see these kinds of ads, which support smoking cigarettes. The ads change people's thoughts. For example, the people who hate smoking, ~~will~~ change their minds because of ads. The percentage of smoking is increasing each year, and the ads are also increasing. *→ support?*

This ad also attracts many young smokers because of the male image. It also targets people back from the 1920's. *?* The value of cigarettes increased *?* because many people start smoking early between ages 13 to 21 due to the attracting ad. This ad is portrayed as happy, mature and beautiful which makes the public feel happy and be comfortable with smoking. Not only this ad is exposed in North America, it is also known around the world and ~~it also~~ represents the life-style of North Americans. This ad attracted the public well because it does not show any bad images or harm to the smokers. People around the world are more attracted to this ad because this is not what they see on a daily basis and it is different than what they smoke in their country. Philip Morris is very well known which also is an advantage to gain more people to see what is

11

offered. According to Jib Fowles essay, the appeal of this ad is the need to affiliation and attention. The company wants to make many people smokers in order to increase the sales. In addition, it is hard for the smoker to quit smoking, so each company tries to unify [?] smoker's brand.

Although the ads made many smokers, Jib Fowles reveals, "There is no evidence that advertising can get people do thing contrary to their self- interests" (531). American businesses spend a total of fifty billion dollars on the advertisements, so the ads are really beneficial because ads spend money, and in the same time make money. The tobacco companies in the U.S spend every year more than five billion dollars just to make their cigarettes look 'cool' through the ads. For instance, Philip Morris Company spent two hundred million dollars for the ads to improve its corporate image. The companies use the big events like Super Bowl as a chance to share an ad. Many companies advertise on the Super Bowl such as, Hyundai, Toyota, Coke, Budweiser, Ford, etc. so many different appeals show up during the Super Bowl. A 30 second ad spot on Super Bowl costs three and half million dollars, and every year the price is increasing. Therefore, in the future, companies will spend more money in the ads.

Philip Morris is an old tobacco company which has increased cigarettes sales and ads throughout time in many different ways. The ads that this company creates are really catchy and attracting. Both men and women are attracted to this ad which has made more people use their type of cigarettes. This ad not only attracts customers from the US, but also from around the world. Philips Morris Tobacco Company is very successful and knows how to attract the public by advertising what the public wants to see and not what the public should be afraid of. This tobacco ad targets many people from many different ages because

With the change in font, the above writing is
VERY Suspicious.

it is old-fashioned yet modern. Although these ads are expensive to produce and introduce to the public' they are still benefiting more than they are spending.

Remember, essays must use a formal tone.
Just because you place a source on a works cited page, does not mean you can use the material in your writing; you must cite it in-text as well. As a result, some of your material is plagiarized. You only use one in-text citation. This is not acceptable.

Work Cited

Works Cited

Bradford, Harry. "Companies That Waste Money On Super Bowl Ads: 24/7 Wall St." *The Huffington Post*. TheHuffingtonPost.com, 03 Feb. 2012. Web. 25 Nov. 2013.

"~~Page Not Found~~ - Campaign for Tobacco-Free Kids - Campaign for Tobacco Free Kids."

Page Not Found - Campaign for Tobacco-Free Kids - Campaign for Tobacco Free Kids.

→ *Tobaccofreekids.org*, 8 Oct. 1999. Web. 25 Sept. 2013.

"Philip Morris USA." *Wikipedia*. Wikimedia Foundation, 10 Mar. 2013. Web. 24 Sept. 2013.

Fowles, Jib. "Advertising's Fifteen Basic Appeals." *Research and Composition in the Disciplines*. Ed. ^{2nd ed.} Laurence Behrens, Leonard J. Rosen. New York: Longman, 2011. 515-32. Print.

<http://www.flickrriver.com/photos/retroarama/6047931982/>?

This is the opposite of a hanging indent & the entries need to be in alphabetical order.

Only ONE of the above sources appears cited in your essay.

If you do this again, you will receive a Zero