Understanding the Relationship Among the Consumer, the Product, the Promotion, and the Placement of Advertisements

Directions: Marketers always consider their product in relation to the Four Ps. In groups of no more than three or four, share the advertised product that you brought in from two different sources. To focus your discussion, consider the following questions. Jot down insights that you learned by sharing these advertisements with your peers.

1. How is the product described in the two ads?

2. How are the two ads different? How are they the same?

3. Marketers depend on targeted audiences to read an ad in a particular way through the use of colors and text written or a picture of a particular celebrity. They therefore place different ads in different publications. For example, Burger King runs ads in magazines for teens that say, "These buns demand both hands." In magazines aimed at adults they say, "Have it your way." This is a manipulation of a viewer's reading of the ad. Examine your two ads. How are consumers manipulated differently in each?



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