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TRABAJO FIN DE GRADO
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EL LENGUAJE PERSUASIVO EN LA PUBLICIDAD: COMPARACIÓN ENTRE RECURSOS LINGÜÍSTICOS EN ESPAÑOL Y EN INGLÉS

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Dedicado a mi abuela Oliva.

Summary

Throughout this final dissertation we will take a look at advertising as a whole and a more focused look at persuasive language. Advertisement constitutes the main channel of communication between brands and consumers. It has been present for as long as humans have been involved in trading activities but since the beginning of this age of consumerism it has become more important than ever. Advertisement has evolved alongside our culture and continuously adapted to our lifestyle in an effort to remain relevant. It has clearly succeeded and has managed to adapt to and thrive in every media available. From the outside world to our smartphones, everything is coated in advertisements trying to persuade us of everything and anything.

Advertisement shares a strong link with our cultures, since on of the main requirements for an ad to be effective is to first be relatable. The standardization of global culture in the first world has created a bigger market for advertising, but also a more competitive one since now it is easier than ever for brands to advertise themselves all around the world.

There is no single golden formula for advertising. The way an advertisement is redacted will be determined by the context, targeted public, media channel of choice and many more variables. And even then, there will always be multiple ways of presenting an advertisement for the array of tools available to persuade the public is almost infinite.

These are just some of the reasons why I chose to dedicate my final dissertation to this topic and I hope you enjoy it as much as I did.

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1.   INTRODUCTION

Advertising is everywhere. Advertising is the fabric that permeates the reality we live in. Advertising is like air, for nobody is consciously aware of its omnipresence but it's essential for life. Whether we like it or not we live in a consumerism society. The markets are saturated with tons of almost identical objects with very similar attributes. Innovation is no longer what drives the market; marketing and promotion are the forces shifting supply and demand. Advertising is in the middle of this situation, it serves as the tool that companies and institutions use to communicate with the public and it can very easily determine their fate. But advertising does not just communicate; it goes well beyond simply informing of a value offering. Advertising can get consumers to act at companies' will.

We are exposed to advertising from a very young age and we grow with it. It's another part of our life. Whether we like it or not, we spend a considerable part of the day being exposed to different forms of advertising. Some ads become iconic and are even considered very important pieces of our culture. But advertising has been around since before YouTube, television, radio… It has managed to adapt overtime and evolve alongside humanity's culture in order to survive the evolution of the human mindset.

Language plays a key role in advertising. Some ads achieve success without it through mere symbolism, but language has always been and will always be one the most important tools of the publicist. Words hold a lot of power and the correct use of words and its adequateness to the context and the targeted audience can evoke powerful emotions in the receivers and greatly condition their conduct. Language as a tool is a really complex one. Every language and culture have their own set of rules and, let's say, weak spots. Even within a concrete context there are many different ways in which language can be used to achieve a certain goal.

Nevertheless, the global process of culture standardization we are living through, has created a shared background that most people from the first world can relate to. Radio, cinema, internet, social media… All have contributed to the creation of this culture that we all are a part of at least to a certain degree. This eases the work of the advertiser by enabling them to standardize their messages and get them across the world while also making the advertising market more complex than ever since more people are competing in it.

2.   ADVERTISING

"Every time a message seems to grab us, and we think, 'I just might try it,' we are at the nexus of choice and persuasion that is advertising." – Andrew Hacker

2.1 ORIGINS AND EVOLUTION OF TODAY'S ADVERTISING

Javier Suso (2010) starts his book Smoke Selling with a thought along these lines: Prostitution is not the oldest trade. Advertising is the oldest trade, since sure enough a process of negotiation and communication of the product offering took place previously.

This line of thought can be applied to any other service or product ever sold, since before anyone could buy it someone had to tell them about it. Advertising is a direct consequence of human beings' ability to communicate through an elaborate language and their desire to do so. It has always been present throughout history. Originally born from word of mouth communication, it started to make its first steps towards modern advertising as we know it today with the development of printing in the 15th and 16th centuries in the western world. Nevertheless, ancient China was able to produce paper much earlier and mass produce ads through block printing as early as the 13th century, from when the earliest paper package commercial conserved was printed.

Advertising started to become more relevant in London during the 17th century when weekly newspapers started to regularly include ads and kept gaining importance through the next century. The growth of "big business" over the 19th century was accompanied by a growth of the advertising industry. The earliest advertising agencies acted as mere brokers for space in newspapers and magazines but over the early 20th century they started to become more and more involved in the process and to take part in the creation of the ad and by the 1920s these advertising agencies had become able to run entire campaigns.

Of course it wasn't just the agencies evolving in what we know today, the ads themselves suffered a lot of changes and improvement during this time in order to become what we know today. The earliest ads were nothing more than a piece of paper with a printed text on it, but as the technique evolved so did the content and form of the ad in order to become more effective. Although text remained as the key element of the ads up until the late 20th century, imagery started to prove more and more useful. Imagery allowed to quickly catch the eye of the reader in these early ads so he could later read the copy which was the key element,

aimed at persuading the reader. Over time and due to technological development and further refining of the art of advertising the format evolved effectively removing most if not all of its previous limitations. Imagery took over and also did audiovisual content when possible. There's an old saying that says one image is worth a thousand words and nowhere is this truer than in advertising, where due to cost efficiency ads have to be as effective and concise as humanly possible. Nowadays it is common to watch or read ads that lack either text or narration and convey their message through symbolism and complex compositions.

Advertising philosophy was also subject to change during this time, during the early 20th century and up until the 80s advertising lived through what is referred to as the Product Age. During this era advertising focused mainly either on the product itself and its superior attributes when compared to its competitors or in its generic nature but its inferior price or higher credibility. During this time ads followed a simple pattern that consisted of three parts: problem, solution and justification. Usually these ads would start off by presenting a common and relatable problem that would be resolved by the product advertised thanks to its superior qualities and would end with some kind of scientific justification for why this was true.

Let's take as a fabulous example a commercial by zest from the 70's. Zest is an American brand of soap established in 1952. At the beginning of the ad we witness a typical albeit casual family scene. A little child is playing while his mom folds some clothes. Suddenly the father opens the door wearing nothing but a robe and says he can't find the soap. His wife quickly hands him a bar of soap and looks up to the camera while saying "Zest will leave you feeling cleaner than soap". Following that we receive an explanation of why Zest is superior and are shown a demonstration comparing it with some random soap. After that we watch the father showering and enjoying the feeling of cleanliness that Zest provides him with. The ad concludes with the dad stepping out clean in his robe and kissing his wife and after that we are shown a picture of the soap with Zest's slogan "cleaner than soap".

The commercial presents us with a traditional family in order to appeal to their target customer at the time. Let's keep in mind that the mentality in the 70's was far more conservative than it is now and certain protocols had to be followed when communicating to the public. Although the father is the one showering and using the advertised product the mother plays a key role in the ad. Back in the 70's and especially in America it was very usual that the dad was the one who had a job whereas the mother typically held the role of the housewife. Among women's duties, shopping was one of them and they were in many cases the ones that chose the products that were going to be consumed in the house. This is why although the father is the one showering with Zest she is the one who, let's put it this way, gets to enjoy a clean husband with renewed forces. Of course the action is split in half

by an experiment in which some glasses are dipped both in zest and another soap, each on opposing sides, and then washed to prove how Zest easily washes away without leaving a trace.

It was during the 80s when brands started to realize that a new approach was needed. In a saturated market where new products didn't always come with substantial functional improvements a new selling point was needed. This was when the concept of brand as a selling point started to emerge. Companies started to promote not only a tangible solution but also an intangible element that was the lifestyle associated with that brand. New advertising campaigns, while retaining part of the old formula, started to focus on creating associations to positive emotions and other intangible elements in the minds of consumers. This was achieved through the repetition of these messages in mass media where consumers were inculcated that they were not only buying a product but also their way into a better lifestyle through the allusion to universal and well liked values.

Nowadays advertising as an industry is facing one of its biggest challenges ever, as consumers are going through a phase of quick and important changes: the saturation of conventional media with ads, global economic crisis, new technologies shaping the way we consume content, new generations with very distinct habits from those of the previous ones… The world is changing and so is the way we communicate and interact with each other and thus advertising is being forced to go along with this evolution process in order to stay relevant. The consumers from today have grown tired of being constantly bombarded with repetitive ads every time they try to watch TV, younger generations watch less and less TV and rely more and more on online streaming services that allow them to get access to their favorite content for a small fee and free from annoying ads, social media has become an essential dimension of human relations and it's time for advertising agencies to adapt or collapse. This new digital era we are living in has proven deadly for the old ways of mass advertising but has brought the possibility to target very specific segments of population in new more efficient ways, not just ads, but also through influencers, online events and more. Advertising has definitely entered a whole new era where possibilities are endless and creativity is more rewarded than ever.

2.2 DEFINITION

Advertising as a whole is a very complex and ambiguous activity, trying to define it would be limiting it's true meaning so instead of doing that I hereby present a compilation of definitions for advertising on which I will elaborate further:

The second article from the Spanish ¨Ley General de Publicidad" defines advertising as every way of communication made by a physic person or legal entity, either public or private, as part of a commercial, industrial, artisan or professional activity aimed at promoting in a direct or indirect way the hiring of property, services, rights and obligations.

According to US Legal, a free legal dictionary regarding American law, "advertising is the act or practice of attracting public notice and attention. It includes all forms of public announcement that are intended to aid directly or indirectly in the furtherance or promulgation of an idea, or in directing attention to a business, commodity, service or entertainment".

Aaker and Myers chose to define advertising as a means of massive communication that involves a responsible figure, the advertiser, who usually hires a media organization, for example a TV channel, to broadcast an ad which is generally made by an advertising agency.

And last but not least, Enrique Ortega (1997) defines advertising as an interpersonal and controlled process of communication that, through mass media, intends on introducing a product, service, idea or institution with the intention of informing about it or trying to affect its purchase or acceptance.

These are just 4 definitions for advertising but Eulalio Ferrer in his book La Publicidad from 1980 managed to compile up to 200 definitions for this matter and yet still he probably couldn't define this delicate art with surgical precision. From what I have presented in the previous lines, we can conclude that advertising involves some kind of communication aimed at persuading the public into adopting a certain behavior or attitude. But as we have seen before and we will keep on witnessing throughout this project, this communication can come in as many ways, shapes and forms as the human mind can conceive and can be aimed at much more than persuading the public to carry the purchase of a certain item.

Nevertheless we can still pinpoint some common elements that ads share as Enrique Ortega (1997) puts it in his book La Publicidad:

- Communication process: advertising is a specific communication process in which advertiser, ad, mass media and target public need to be perfectly coordinated in order to obtain the expected results which justify the economic cost of advertising.

- Impersonal character: although advertising can be aimed at a specific person or group of people and this can be reflected in the way the ad is crafted it is carried out through channels that involve no personal contact.

- Paid and controlled communication: advertising involves an economic compensation made by the advertiser which grants him control over how and when this communication takes place

- Mass media: advertising is carried through channels that ensure that the ads reach huge numbers of people in hopes of making it more effective and thus lowering its cost per person way below that of personal communication.

- Product, service, idea or institution: ads advertise both tangible products and intangible products and services, this can include ideas such as political ideologies, religions and virtually anything that someone would like to promote.

- Informing, affecting a purchase or generating acceptance: advertising can not only advertise almost anything but can also be aimed at many things beyond the incitation of the purchase of a given object.

2.3 OBJECTIVES

All sorts of entities resort to advertisement whenever in need or just as a regular activity in order to keep themselves going, but depending on their main character and purpose they will do this in different ways. In order to analyze what their aim is when they do resort to advertisement we are going to classify these so-called entities into three main groups: associations, companies and public institutions, and take a quick peek at what their motivations might be for advertising themselves.

2.3.1 Objectives for associations

 Associations come in many different packages, there are associations which pursue more individualistic causes, such as cultural and sports associations, and others that are more aimed at the general public in a more altruistic way, such as the Red Cross or political parties. Although different associations will aim for different objectives, we can outline some common goals that all of them will try to achieve in one way or another:

-       Raising awareness of their own existence, especially in their early stages or when they want to extend the scope of their operations.

-       Raising awareness of some of their distinctive characteristics, such as being non-profit or NGO's

-       Creating, maintaining or upgrading their image.

-       Locating new members.

-       Obtaining funding and non-economic donations.

2.3.2 Objectives for companies

Out of the three types of entities that we are analyzing here, companies are by far the ones that make the heaviest use of advertising. As discussed earlier in this project, advertising has become a key element of the marketing mix and one that allows companies to differentiate from the rest in a saturated market and can have a huge impact on their profitability. Having said that, let's now take a look at some of the most important objectives for companies when they resort to advertising:

-       Raising awareness of their product or brand, this is the most basic one and the most important one when companies try to penetrate new markets.

-       Getting the public to try their product or brand, this one is aimed at the sector of the population that, despite being aware of the existence of what's being promoted, still hasn't given it a try.

-       Presenting characteristics of the product or brand, those characteristics that consumers value the most in a product or brand can be found out through market research and then used to be promoted to the specific segments who value them the most.

-       Introducing new uses or purposes for the product or brand, presenting the potential customers with new functions for their product is always good, but especially when the competitors lack these functional advantages.

-       Increasing the notoriety of the brand and improving its image, improving the place that the brand occupies in the consumer's mind is a constant struggle that yields great results and becomes more and more important everyday as new competition arises while the characteristics of many products stagnate.

2.3.3 Objectives for public institutions

This group includes all the organizations that stem from the central administration or the local or provincial ones, whose main activities involve the organization of public services which

involve no transactions as well as the social and economic administration of their area of influence. This is the case of the different ministries, city councils, etc. Their main objectives are, amongst others:

- Providing information, this is the most usual one and as of lately with regards to the pandemic we have witnessed many examples of it.

- Favoring the compliance with the law, in this case this one has also been very present as of lately also due to the pandemic

- Modifying behaviors, prevention campaigns amongst others are a perfect example of this one.

- Modifying attitudes, sometimes the administration might try and encourage a change of mentality regarding topics like homosexuality or family planning among others.

- Creating, maintaining or bettering their image, this one can be quite controversial since the same public at which this communication is aimed might find the expenditure of budget on these activities as a mistake.
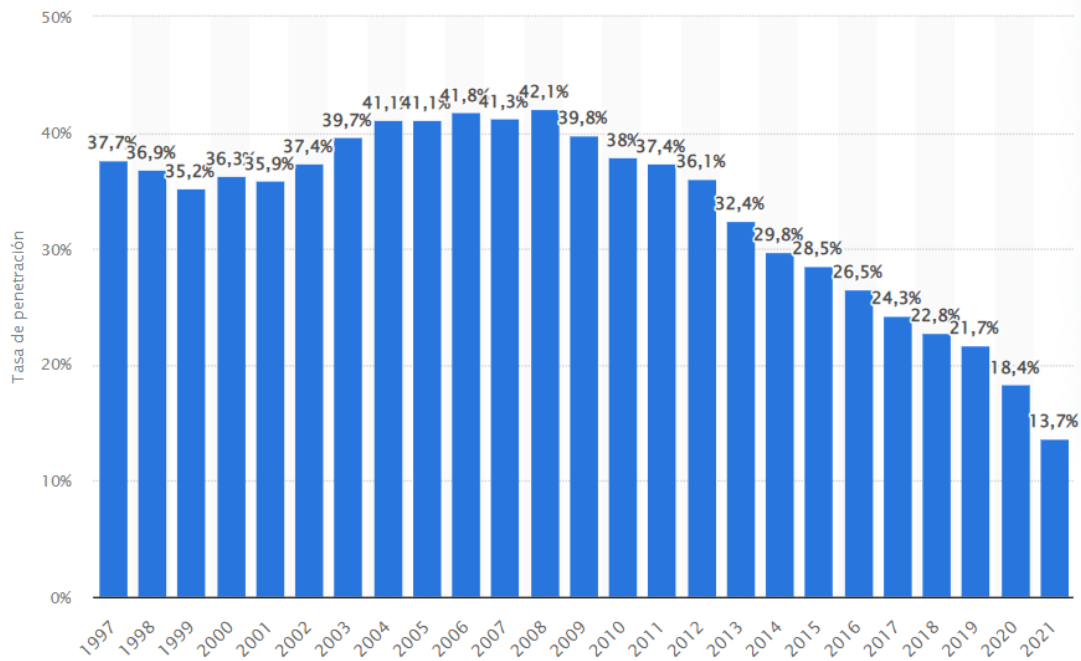
2.4 ADVERTISING MEDIA

Advertising media is a term that encompasses all the channels through which advertisements find their way towards their target audience. Over the last years and as a consequence of the process of digitalization that we are going through, advertising media has suffered changes. Previously it was common to make a division between conventional advertising media which included newspapers and other periodic publications, radio, television, cinema and exterior advertising and non-conventional media which included direct advertising, electronic and informatic channels, fairs and sales promotions among others. Nowadays digital advertising is king, through this channel companies can reach very specific audience segments with all sorts of content depending on what suits them best, whether it is a video or an image or a link to a different page, the possibilities are endless.

2.4.1 Newspapers

Newspapers are by far the oldest advertising media in the world, ever since the first periodic publications appeared businesses figured they could profit from advertising themselves there. Back in the 16th century advertisers from Germany, Holland and Italy began to publish their ads on weekly gazettes and five centuries later this procedure, although in decline, is still common practice all around the world.

Figure 2.1: Newspaper rate of penetration in Spain over time

Tasa de penetración

Year	Tasa de penetración
1997	37,7%
1998	36,9%
1999	35,2%
2000	36,3%
2001	35,9%
2002	37,4%
2003	39,7%
2004	41,1%
2005	41,1%
2006	41,8%
2007	41,3%
2008	42,1%
2009	39,8%
2010	38%
2011	37,4%
2012	36,1%
2013	32,4%
2014	29,8%
2015	28,5%
2016	26,5%
2017	24,3%
2018	22,8%
2019	21,7%
2020	18,4%
2021	13,7%

Newspapers can be classified into three main groups according to the main character of their news: generalist newspapers, sports newspapers and economic newspapers. Despite having been people's main source for information for a very long time, the truth is that over the last years newspapers have started to lose ground in favor of other media. Younger generations don't seem to be that interested in newspapers and over the last 25 years there has been an enormous decline of newspaper penetration. But they are still very relevant for older generations that still haven't made the digital transition and prefer to rely on their old trusted sources.
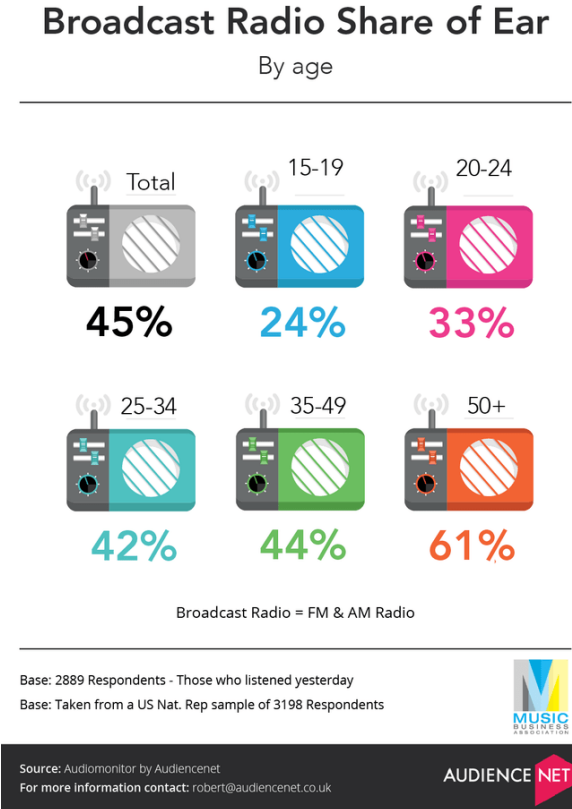
Newspapers are a rather odd media channel due to some of their most important characteristics. Newspapers have an expected lifespan of 12 to 24 hours, after this they are no longer relevant, the information they contain might already be irrelevant and has probably been updated by the next day's newspaper. This means that the ads in the newspapers are ephemeral. Back in the days when newspapers offered more segmentation opportunities since there were local, regional and national and international level newspapers but over time they have consolidated into a more versatile format due to the relevance of all the news. Nevertheless they still offer opportunities for segmentation by allowing advertisers to choose in which section they want to place their ad and therefore allowing them to target an audience with some known interests. Also the fact due to their short expected lifespan they

are usually printed in the cheapest way possible the quality of the ad might not be very high, especially when color is important.

2.4.2 Radio

Radio has been around since the 19th century but it wasn't until the 1920s that people realized its potential for advertising and started to exploit it. Radio had its golden era in the USA from the 20s to the 50s and ended with the introduction of TV but never quite faded away. It is present in virtually every single car and nowadays can be accessed through smartphones and computers.

Figure 2.2 Broadcast share of ear by age.

Broadcast Radio Share of Ear
By age

Total	15-19	20-24
45%	24%	33%

25-34	35-49	50+
42%	44%	61%

Broadcast Radio = FM & AM Radio

Base: 2889 Respondents - Those who listened yesterday
Base: Taken from a US Nat. Rep sample of 3198 Respondents

MUSIC BUSINESS ASSOCIATION

Source: Audiomonitor by Audiencenet
For more information contact: robert@audiencenet.co.uk

AUDIENCE NET

Radio has its own peculiarities that distinguish it from other media, for once it is the only media that lacks the possibility of including images or videos and relies only on sound. This can be a limitation, especially when the advertised product's physical appearance is one of its key elements. Also the fact that the messages advertised usually have a span of 10 to 20 seconds and the lack of image or video to support them might make the audience more prone to forgetting them. This problem is usually mitigated through repetition. Also radio can

be and usually is listened to while doing other activities, this is possible thanks to the fact that it doesn't contain visual elements and therefore doesn't require for its audience to pay full attention to it. This plays like a double edged sword since it allows a lot more people to listen to it but the attention they will be paying might be lower. Another important element when it comes to advertising in radio is that the reach of each station is usually limited; this allows advertisers for better segmentation.

2.4.3 Television

For the longest time television has been king amongst advertising media. Ever since the first TV ad was aired back on July 1st 1941 during a Brooklyn Dodgers versus Philadelphia Phillies game for the Bulova watch company, television's potential for advertising has been exploited non-stop. The fact that TV allowed for the display of audiovisual content, which is something that no other media at the time and before the invention of the internet could offer, meant it had a huge appeal for advertisers. Television quickly stole radio's protagonism in the household and became the go-to device for entertainment and information. Over the next decades as TV's became cheaper and widespread so did television advertising's reach. Although in the beginning the variety of channels was rather limited, this allowed for a higher concentration of viewers and therefore made reaching huge audiences easier although targeting was very limited. As time passed, new channels emerged and despite making it harder to reach huge chunks of viewers it allowed for a better segmentation depending on the channel, the program being broadcasted and the time of the day. Viewers of course didn't remain impervious to the growing amount of ads they had to watch and developed tools of their own to counter them. This new techniques involved mainly zapping and recording their favorite programs so they could later watch them and skip the ads. TV on demand also allowed viewers to skip the ads on programed programs but when it came to live TV like the news broadcast or sports events there was no chance for it and therefore these spots became more expensive. As a whole TV is one of the most important media and the advertisements they have been broadcasting all this time have had huge cultural effects

Nowadays with the invention of the internet and its widespread use, online streaming services present a serious threat to TV, especially when it comes to the younger segments. A lot of people have made this shift towards alternative streaming services that cater their needs more efficiently.

Figure 2.3: Hours of TV American households watch per day, 2017

Hours of TV American Households Watch Per Day
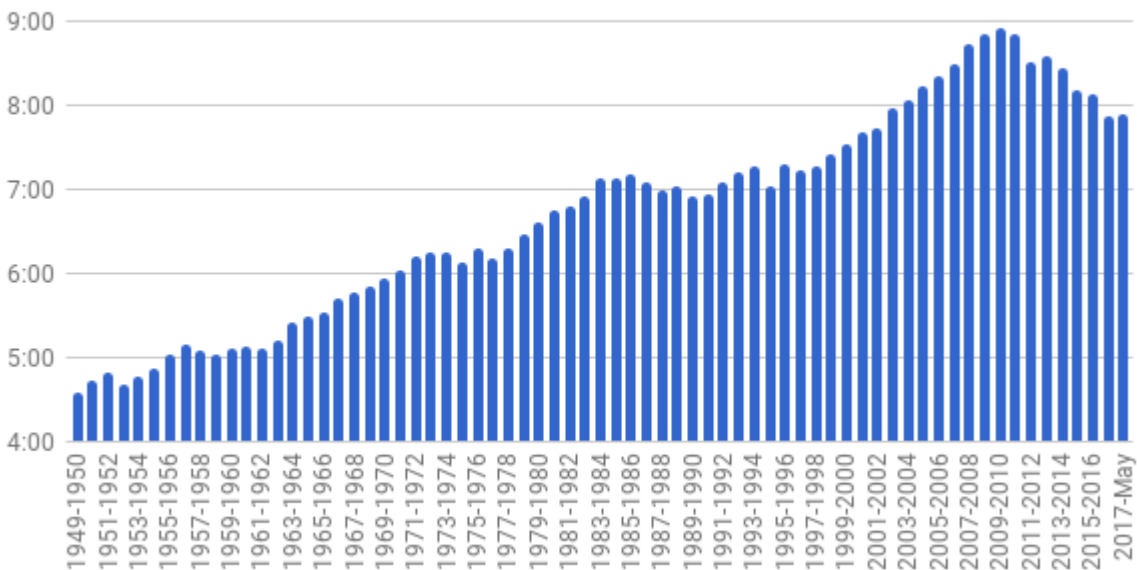
As seen in figure 2.2, since 2010 there has been a steady decline in the amount of hours spent watching TV. This correlates with the spread of streaming services and a shift in the population's preferences for entertainment. Nevertheless the TV still plays a key role in the lives of many people and remains among the top media for advertisements while still retaining a huge viewership.

2.4.4 Outdoor advertising

According to the Outdoor Advertising Association of America consumers spend around 70% of their time out of their homes. This means that most of the time consumers are away from their TV's. In the past, before smartphones were invented this meant that unless they were listening to the radio on their commutes they wouldn't be exposed to advertising unless this advertising was present on the street. Outdoor advertising refers to all the advertising displayed outside of customers' homes and there are three main types:

-        Billboard advertising: this might be the first one that comes to mind when we think of outdoor advertising. These big signs can be found in the cities although they are mostly found along well-transited roads where thousands of consumers can see them every day. Depending on their aim there are two main types. The first one refers to those that indicate where a business is along the road. It is commonplace to find these big billboards advertising a restaurant or shop along the road and how to get there. The second type refers to those that work like print ads but are basically upscaled. Usually they share the same format with

their print equivalents. The fact that these billboards, as any piece of advertisement, are aimed at attracting the attention of as many consumers as possible and these customers being driving while they are exposed to them has been a source of conflict. Spanish legislators have fought against them on the basis that they can easily distract drivers and cause accidents. The legal debate has undergone many phases but in Spain nowadays these billboards and their placement are heavily restricted and these restrictions may vary depending on the province. For example: in Asturias all billboards are legal when placed in urban soil and if they are on the road and outside of town they will be allowed if they serve the advertising of a business placed along the road and not too far away, given that the billboard won't be distracting enough to be considered hazardous.

-	Street furniture: this term applies to the set of objects and equipment installed in public spaces. This can apply to bus benches, park benches, bus shelters, telephone kiosks and newsracks among others.

-	Transit: in this category we can find rotulated vehicles such as taxis, buses, trains and many others. They ride around the city displaying an advertisement and in some cases like taxis knowing where the ad is going to be displayed is harder than in the case of, for example, buses which will drive along a designated route. Many companies opt for wrapping their vehicles with information about their business so as the workers head to the jobsite they also carry an advertising labor.

Figure 2.4 Billboard ad for the Womanizer

2.4.5 Digital media

Digital media is on the rise and has had a tremendous impact in the way we communicate and establish relations with other people. It has become an essential channel for commerce and managed to harvest everybody's attention. This has led it to become essential for advertising. The last 20 years have been heavily influenced by the introduction of the internet and all the possibilities it offers. The introduction of smartphones and the further development of other technologies like laptops, tablets and TV's has allowed everything the internet has to offer to be ubiquitous and in every format possible.

One of the main pioneers of this movement was YouTube. At its beginnings it was conceived as a platform to upload videos and share them with your friends. That was the case of the first YouTube video ever uploaded, on the 24th of April 2005 featuring young Jawed Karim at the zoo. At first the community's approach was rather casual but as the platform grew in popularity and size this approach started to evolve and users started to upload consistently and build their YouTube channel. This slowly led to the quality of the content uploaded to increase as more people started to take their channels more seriously. By 2012, in just 7 years the platform was already at 0.8 billion users and in 2022 it had surpassed 2.6 billion users. The company broadcasted its first ad in august 2007 in an attempt to cash in on their growing popularity, 10 months after their purchase by Google. Nowadays YouTube is a huge digital ecosystem filled with all sorts of content and also ads. One of its main appeals and one that shares with the rest of the digital media that we will discuss in this chapter is how easily ads can be targeted. YouTube cleverly keeps track of our preferences and information and this allows for companies to target their ads, which are for the most part videos no longer than 30 seconds, to a specific type of user.

Instagram, Twitter, Facebook and, for a couple years, TikTok as well, are the main social media. These online platforms allow the interaction of their users through sharing multimedia and sending messages.

Let's take a look at the graph in figure 2.3. As we can observe, social media usage is most common among the youngest generations although it hasn't stopped gaining new users from the oldest demographics. This obviously generates a huge market for advertisement. A few examples of this are:
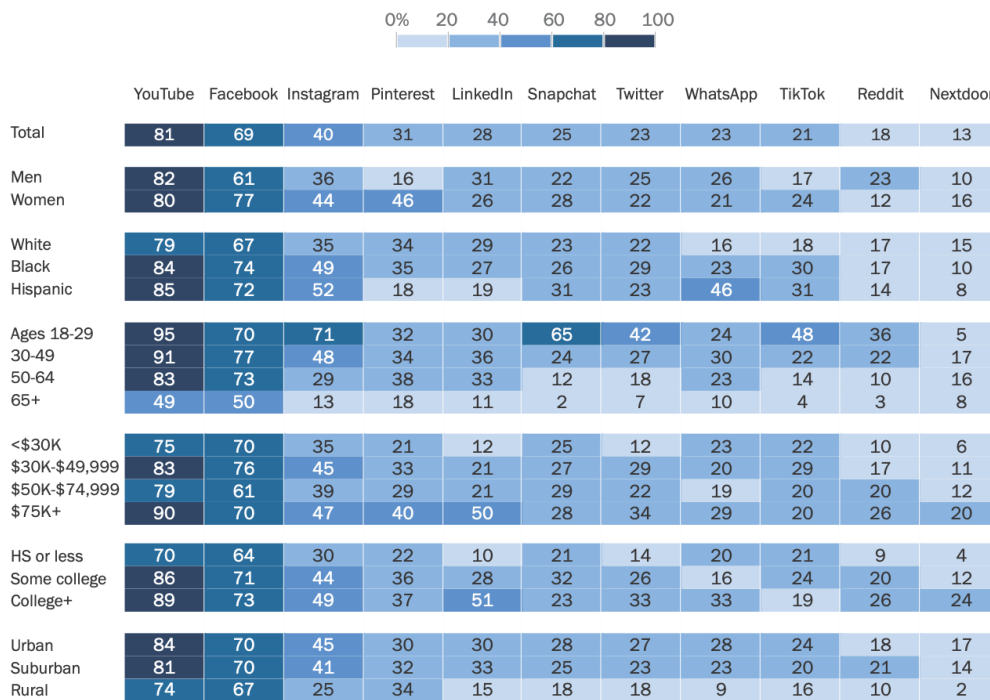-   Twitter made 647 million dollars in the US during 2021's third quarter
-       39% of GenZ consumers said that their purchasing decisions were influenced directly by what they saw on TikTok.

-        44% of users shop on Instagram on a weekly basis and 28% of those purchases were planned

-        In 2021 it was estimated that there were 10 million advertisers on Facebook

Figure 2.3: Pew Research Center statistics for social media use in the US in 2021

Use of online platforms, apps varies – sometimes widely – by demographic group

% of U.S. adults in each demographic group who say they ever use …

0% 20 40 60 80 100

	YouTube	Facebook	Instagram	Pinterest	LinkedIn	Snapchat	Twitter	WhatsApp	TikTok	Reddit	Nextdoor
Total	81	69	40	31	28	25	23	23	21	18	13
Men	82	61	36	16	31	22	25	26	17	23	10
Women	80	77	44	46	26	28	22	21	24	12	16
White	79	67	35	34	29	23	22	16	18	17	15
Black	84	74	49	35	27	26	29	23	30	17	10
Hispanic	85	72	52	18	19	31	23	46	31	14	8
Ages 18-29	95	70	71	32	30	65	42	24	48	36	5
30-49	91	77	48	34	36	24	27	30	22	22	17
50-64	83	73	29	38	33	12	18	23	14	10	16
65+	49	50	13	18	11	2	7	10	4	3	8
<$30K	75	70	35	21	12	25	12	23	22	10	6
$30K-$49,999	83	76	45	33	21	27	29	20	29	17	11
$50K-$74,999	79	61	39	29	21	29	22	19	20	20	12
$75K+	90	70	47	40	50	28	34	29	20	26	20
HS or less	70	64	30	22	10	21	14	20	21	9	4
Some college	86	71	44	36	28	32	26	16	24	20	12
College+	89	73	49	37	51	23	33	33	19	26	24
Urban	84	70	45	30	30	28	27	28	24	18	17
Suburban	81	70	41	32	33	25	23	23	20	21	14
Rural	74	67	25	34	15	18	18	9	16	10	2

Note: White and Black adults include those who report being only one race and are not Hispanic. Hispanics are of any race. Not all numerical differences between groups shown are statistically significant (e.g., there are no statistically significant differences between the shares of White, Black or Hispanic Americans who say the use Facebook). Respondents who did not give an answer are not shown.
Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.
"Social Media Use in 2021"

PEW RESEARCH CENTER

The degree of interaction that social media allows between the companies advertising the products and the users clearly boosts the advertising efficacy. Also social media has introduced the role of the influencer. Influencers are social media celebrities which often happen to be "real life" celebrities too. Influencers work with brands promoting their products or services on their accounts and creating shared content and help brands reach their desired demographic. This figure was born as a product of YouTube's rise in popularity. Many channels had a specific purpose or tended towards the publication of videos under a single shared thematic. This meant that regarding the subject at hand, these youtubers were well known and trusted by their viewers who in many cases saw them as a respectable figure on that field. Over time companies realized the privileged position these content creators held and the influence they had on their audience and started to resort to them to boost their

sales. Nevertheless the abuse of this formula over time to promote fraudulent and deceitful products and services has undermined the credibility of many of these influencers. This, coupled with their audiences in many cases being mostly young teenagers and kids who lack the critical thinking necessary to distinguish between truth and lies has caused many polemic incidents that have led to new regulations being implemented to protect the most vulnerable users. Overall the figure of the influencer is still a very powerful one and growing at a fast pace. Nowadays it is strange to find a YouTube channel or decent sized media account that doesn't engage in some sort of promotional activity regularly.

But it's not just the ads that they post; brands will often try to also create quality content in order to get their potential customers to engage with them without explicitly advertising it. It is common to find tutorials, challenges and short infomercials in their social media accounts. One example that I find very interesting is Banco Sabadell. Banco Sabadell is a Spanish banking institution that for a long time has produced, advertised and uploaded interviews with Spanish celebrities conducted by Julia Otero, a renowned Spanish radio host, about different topics that, although they might be tangentially related to the banking word, are about many different and profound topics.

Advertisements on social media come in every way, shape or form but the most popular and seemingly effective right now are short videos and pictures. In YouTube we often find short advertorials embedded in videos. Some creators stick to a rather standardized script whereas others are given more creative freedom. In Instagram many of these promos are shared via stories or giveaways whereas in Twitter it is commonplace to find links to products under viral Tweets.

There is no doubt that social media is where the future of advertising lies, the digital shift has long started and its consequences are obvious.

2.4.6 Direct advertising

Direct advertising, often referred to as direct marketing too, refers to the communications made by the brand directly to their consumers in absence of a third party as an intermediary. It can come in many different forms: direct mailing, catalog mailing, telemarketing, social media direct messages, automated voicemails…

Direct advertising allows the company to have full control of the advertising process but it can be quite tricky. Not only does the company need to dedicate part of its workforce to this task instead of just outsourcing it, but it can also result quite annoying to customers. Phone calls with the single objective of promoting a certain product or service that disturb the peace of the customers won't usually be welcome, whereas SMS and emails can directly end in spam

folders without the targeted customer even noticing. This is why targeting is very important in this type of advertising. Companies will often rely on lists of clients that share certain characteristics that make them more prone to desiring these products. Calling customers at random will more than often result in few sales made at the cost of bothering many potential customers, which can in turn hurt the image of the brand.

3.   PERSUASION

"Of all the talents bestowed upon men, none is as precious as the gift of oratory. He who enjoys it wields a power more durable than that of a great king. He is an independent force in the world." (Churchill, 1897)

3.1 DEFINITION

According to the Britannica Encyclopedia, persuasion is the process by which a person's attitudes or behavior are, without duress, influenced by communications from other people. Advertising and persuasion couldn't share a stronger bond since persuasion is a core element of advertising which as we have previously seen is mostly aimed at persuading people into adopting new behaviors and attitudes.

3.2 ARISTOTELIAN RHETORIC

The relationship between oratory and persuasion dates all the way back to ancient Greece, where democracy forced the citizens to convince other fellow citizens without the use of force and through the power of words. Oratory in the polis, where consensus was the base of decision making, played a key role and he who mastered the art of words (and happened to be a free male) was bound to be a powerful man.

Aristotle is a Greek philosopher well known for his works about rhetoric and its persuasive ways and even faced backlash from Plato for this reason in his work Gorgias. For Aristotle, persuasion was a subunit within the rhetoric and its main function was to communicate one's point of view. He considered that persuasion could be attained through three different channels: the logos, the pathos and the ethos.

The logos, as its name slightly resembles, is the path of logic, it consists in convincing your counterpart through the use of logical arguments and information, therefore appealing to the other person's intelligence.

The pathos is the way of the feelings and emotions; it consists of appealing to the other person's emotional side. And finally the ethos is the one that relies on the figure of the speaker and benefits from how he is perceived and what credibility his persona confers him.

Common examples of these main three ways can be observed everywhere in the advertising world. Insurance companies frequently follow the way of pathos in their advertisements when they try to portray the fragility of life and how important it is for us to have our loved ones well protected and taken care of. Toothpaste brands hold onto the ethos in order to convince the public that their brand is the best out there when they show a dentist recommending their product. And finally it is common to see medicaments advertised and accompanied by a simple and understandable explanation of how they work and why they work so well as a means to appeal to the public through the logos. Although I have just presented separate examples, these three methods rarely appear separately and it is often that we see all of them combined in an ad in order to maximize the chance of success by exploiting every possible way.

3.3 PERSUASIVE DEFINITIONS

According to the way a definition assigns its meaning to a given word we can find different types of definitions:

- Stipulative definitions: these definitions assign the meaning to a word for the first time. So if an inventor were to design a new product for which there is no name yet and explain its meaning for the first time it would be a stipulative definition.

- Lexical definitions: these definitions state the meaning that a given word already has in a language. This is the case of those definitions found in dictionaries and encyclopedias.

- Precising definitions: these definitions serve the purpose of specifying the meaning of a word that already has a meaning but it is very vague and or ambiguous. For example: lunchtime is defined as a period set aside for eating lunch or the period of an hour or so, beginning roughly at noon, during which lunch is commonly eaten. But a company might define in its bylaws lunchtime as a break period from 2pm to 3pm so they can control when their workers are at their desks and when they can have a break

- Theoretical definitions: these definitions assign meaning to a word within a theory that explains and justifies it. In this case we can find scientific definitions. For example: force is

defined as the product of mass and acceleration, effectively relating the meaning of the word to other theoretical definitions which have been proven true.

- Persuasive definitions: these definitions assign an emotionally charged meaning to a word in an attempt to sway the opinion of the audience.

Persuasive definitions are the most ambiguous and subjective ones since depending on the intention of the speaker a same word can have different connotations. Words have established lexical definitions which state in an unbiased way their meaning but also have an emotional component that can easily modify the overall meaning when used correctly. According to Stevenson (1944, p. 70) the descriptive meaning of words makes for their disposition to affect cognition whereas its emotive meaning can evoke feelings and attitudes. He exemplifies this with two words that share the same descriptive meaning: license and liberty. License tends to evoke negative attitudes whereas liberty evokes positive attitudes. If a politician were to argue for a law that restricts rights he would talk in terms of restricting license. If another politician were to argue against the same bill he would present it as a bill that restricts liberty. In a literal or descriptive way both politicians are saying the same thing, but since license has a negative connotation restricting it is a positive thing while restricting liberty, which has a positive connotation, is a negative thing. The use of persuasive definitions is closely linked to the world of politics where debates are commonplace and shifting the meaning of words can have a huge impact on the public's opinion. Persuasive definitions also hold an important place in advertising. Since companies are restricted by laws that regulate false advertising they must adhere to the truth in their acts of communication, but the way this truth is portrayed can very much sway the public's opinion on it.

In the following ad Burger King plays with this ambiguity regarding the duality of literal meaning and the connotation given to it. It also employs sexual references which are very effective in advertising although quite polemical too. The word blow literally means expelling air through our mouth with the lips shaped so it flows faster. Blowing also has a sexual connotation since it colloquially can refer to performing oral sex on a man. The ad emphasizes this duality with the imagery.

Figure 3.1: Burger King advertisement

4.   CULTURAL DIFFERENCES BETWEEN SPAIN AND ENGLISH SPEAKING COUNTRIES

"If you want to understand how a lion hunts, don't go to the zoo. Go to the jungle." (Jim Stengel)

Nowadays cultural differences seem like a thing of the past, especially in the globalized and modernized western world where decades of intense international trade of not only tangible goods, but also intangible ones like the culture has somewhat harmonized our understanding of life and our view of the world. This process is probably only going to become more intense as the years go by. As we become more interconnected with people from other countries and cultural differences will probably end up fading away. Cinema and TV have played an important role in educating the younger and not so young generations in this sort of western culture we have today. The boom of Hollywood has meant the adoption of many American and or Anglo Saxon cultural elements by the Spanish population. This process, however, has not really been reciprocal and both the export and import of cultural elements seem to have been fundamentally one-sided.

Figure 4.1: Ratio of Catholic to Protestant GDP per capita, 1500-2000
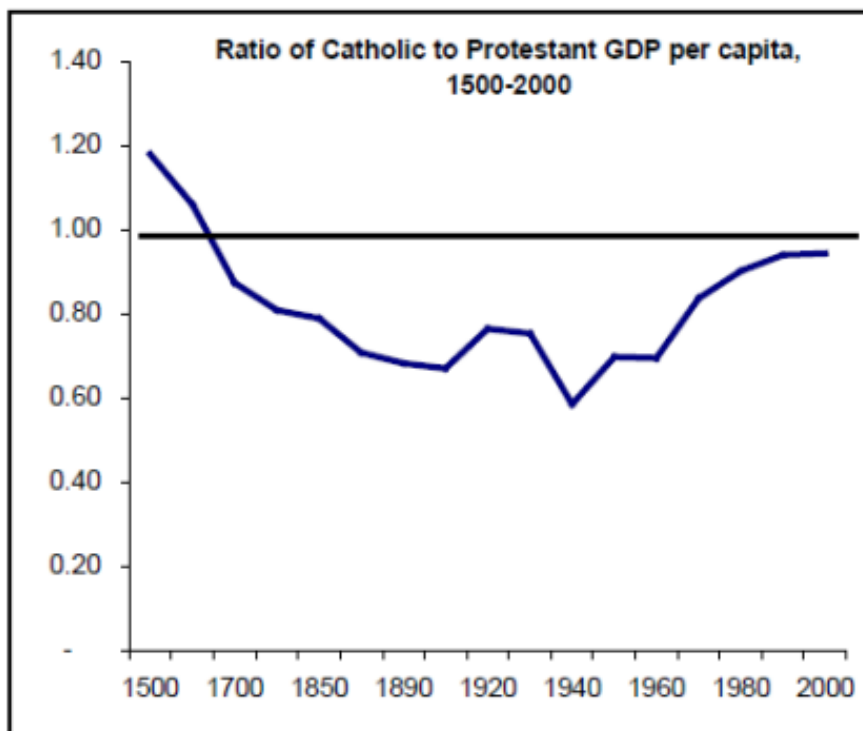
In the past religious differences did impose important cultural differences. It started in 1517 with Martin Luther and his Ninety-five Theses and resulted in the fragmentation of the Christian world. The division between Catholics and protestants, although it was a division motivated by religious doctrine, affected their culture and understanding of life. Protestant doctrine allowed for a wider range of economic activities and also encouraged its followers to achieve a higher level of economic success. Also protestant doctrine allowed for women to study the bible which overall resulted in a more and better educated society. Over time these changes proved to be successful with protestant countries outperforming catholic ones. As we can observe in the following graph these changes in doctrine took effect swiftly and although they were mitigated over time due to many other factors that manifested over this 500 year period their consequences are still visible today.

This resonates with the topic we have at hand because the main English speaking countries, namely the UK, the USA and Australia (the last two being former colonies of the UK), are traditionally protestant countries, whereas Spain has a strong catholic tradition. Nowadays religion and especially differences in religious doctrine is nowhere near as relevant as it used to be back in the days when it comes to cultural differences, but it has undeniably left a legacy.

In my research for cultural differences I have come across multiple forums aimed at English or American people looking forward to moving or traveling to Spain and although I have found multiple differences that I will discuss later on there's one that has struck me the hardest.

Movies and TV series more than usually portray the Anglo Saxon lifestyle as a work centric one, especially the American one. This, which has a lot to do with their protestant upbringing as a country, contrasts with the Spanish vision of life. In Spain the value we give to time spent with our family and friends and the enjoyment of life fairly outweighs the value we give to quickly achieving milestones in our professional career and climbing up the corporate ladder. This is not only reflected in the extension of our holidays (usually one month a year plus other national festivities) but also in the structure of our workday. Before I continue please note that these differences as I noted before are shrinking due to globalized culture and especially in the workplace due to the widespread of American corporate culture. The Spanish workday traditionally involves a longer pause at around 2pm or 3pm of between 1 and 2 hours in order to allow for workers to have a full meal with no rush and in some cases even sneak a nap in between before going back to the workplace. This tends to surprise our Anglo Saxon counterparts who tend to only have 2 full meals in a day since their break at work is usually quite brief and only allows for a quick snack or a sandwich. Although it might seem irrelevant for the most part, it seems to be quite shocking for them and serves to exemplify our appreciation for the enjoyment of life over economic success.

This aspect should receive a special consideration when composing an advertising campaign since we, as different cultures, have different values and failing to properly address this Spanish life philosophy of working to live and not living to work might result in the targeted public not agreeing with the proposal in the ad. There is a Spanish food brand called Casa Tarradellas that specializes in the production of fuet (a Spanish food quite similar to saucisson) and pizzas and in their ads they always try to convey this feeling of nothing being more important than being able to spend time with your family and beloved ones.

Continuing along the lines of the previous difference, being on time is also another aspect of life that we understand in different ways. This difference is perhaps more evident when comparing specifically the UK and Spain. In the UK being on time for a meeting usually implies arriving at least 5 minutes early as a sign of common courtesy and to ensure the meeting can start at the expected time in order to avoid wasting other people's time. In Spain the exact opposite happens, we tend to extend at least 5 minutes of courtesy for those who

didn't make it to the meeting in time in order to not start without them since it would be seen as quite inconsiderate and even rude.

This, although anecdotally funny, in my understanding serves to exemplify a bigger point that comes actually close to the one from the previous paragraph. In my research I have found quite funny how amazed American and English people are at our relative lack of hurry on a normal day. They were fascinated that in Spain people rarely seem to be in a rush. I think this resonates with our appreciation of quality of life over performance and might explain why we are so prone to forgive others running late and not see the need to rush things just to be on schedule.

Another important contrast with Anglo Saxon culture comes from the difference in schedules. Spanish people usually get up later, eat later and have dinner later than our English speaking counterparts. Not just eating but our nightlife also follows a different schedule, a sort of delayed one if you will. Nightclubs and discos usually close 3 or 4 hours later in Spain. This aspect should be taken into consideration in advertising since our different schedules and eating habits might cause us to misunderstand certain value proposals.

Another important difference can be observed in the way we interact with other people. Spanish people tend to be warmer and more extroverted, especially when meeting new people. It is a costume in Spain to salute, even when being introduced to a new person, with two kisses on the cheek. We also tend to have a smaller personal space, talk louder and be more outspoken. These costumes tend to shock foreigners who are not used to this more informal approach to personal relations and can sometimes be perceived as impolite or signs of excessive confidence. On the other hand Spanish people who are used to interacting in this more casual way can perceive the more conservative Anglo Saxon approach as cold and even fake. This results in some situations being perceived in almost opposite ways when looked upon by a Spanish person and an American or English one and can cause confusion in ads that represent human interaction when not adapted properly to the targeted public.

Another similar difference I observed was in English and American reactions to our public displays of affection. We are not just warmer and more extroverted in our daily interactions but we also have no shame in publicly displaying our love and desire for our life companions. For them it was shocking to see couples kiss at bars or in the street or seeing them cuddling on a bench at a park. In their home countries this PDA's would be seen as inappropriate whereas here, as long as some boundaries are respected, it is not only frowned upon but also usually perceived as something positive.

Both Spain and the UK are high context cultures, but the US is a low context culture. In high context cultures relationships are built over a longer period of time and therefore become closer. This implies that when members of this culture communicate they rely heavily on the context. This context not only involves the situation and non-verbal communication, but also a shared background from which many references are made. This shared context is a product of long relationships and not being aware of it might make understanding the message more complicated. American culture is more fast-paced and therefore more explicit in its communication. Context becomes less relevant since the language tends to be more explicit and self-explanatory. This should be taken into account in advertising since the Spanish public will better embrace the value proposals when accompanied by elements of this shared culture. The allusion to these ideas will be very appreciated by the public and seen as a sign of respect for their culture. If a foreign brand wants to set up shop in Spain and establish a long lasting relationship with its customers, getting to know and understand the culture is essential.

5.   ADVERTISING IN ENGLISH AND SPANISH

"The real fact of the matter is that nobody reads ads. People read what interests them, and sometimes it's an ad." (Howard Luck Gossage)

5.1 Examples of persuasive language in advertising

Not all ads contain words, some ads even manage to be convincing in the absence of any written or spoken message merely through symbolism. But all ads that contain any form of verbal language employ in one way or another persuasive language. The words employed in ads are carefully chosen and refined over multiple iterations until advertisers find the perfect way to convey their message. As discussed before there are three main pillars for this purpose, but persuasive language can present itself in many different ways.

The carrot and the stick refer to the main approach that the message might adopt. Like Sigmund Freud stated humans live guided by two main drives, the Eros and the Thanatos. The Eros represents pleasure and wellness whereas the Thanatos represents death and pain. Humans are guided through their search for the Eros and their avoidance of the Thanatos. Language takes advantage of this in advertising by presenting two types of situations: the benefits of acquiring the product and the downsides of not doing it. Ads are mainly built around one of these two concepts if not both for a maximized effect.

This is a typical approach in comparative advertising, consumers will be presented with the product advertised and the benefits of choosing it and another product from a competitor and why it is inferior.

Below we can observe an example of this type of strategy. In the image we are shown a comparison between Burger King's Whopper and McDonald's Big Mac. The whopper is substantially bigger and the copy reinforces it by stating that the so-called Big Mac is rather a medium sized burger when compared with the Whopper. The reader upon seeing this will probably think he's better off buying a Whopper since it will satiate him more.

Figure 5.1: Whopper versus Big Mac

Classical conditioning. Classical conditioning refers to the association between two stimuli. Ivan Pavlov discovered this while working with dogs. When they were given food, which was unconditioned stimuli, the dogs would salivate. While being given the food Pavlov would ring a bell, which was the conditioned stimuli. The dogs would associate both and in the end when they heard the bell ring they would salivate.

This is often in advertising by trying to create positive associations through the use of language. As discussed before with the case of the persuasive definitions, some words are linked to strong emotions in the minds of the consumers and using the right combination of words can inadvertently evoke in them the desired reaction.

In this case I would like to talk about Red Bull. Red Bull is an energy drink brand whose whole marketing strategy is based on this simple principle. Red Bull is well known for sponsoring all kinds of sports, but especially those deemed extreme. When consumers think of Red Bull they inevitably think of the extreme stunts that the athletes sponsored by Red Bull perform. They have built the foundations of their marketing strategy around this mental association and they have achieved great success thanks to it. Red Bull's slogan in Spanish is "Red Bull te da aaalas". It is always sung with a particular melody at the end of their commercials. This phrase symbolizes the feeling of greatness and completing huge challenges that these athletes get thanks to Red Bull. Usually Red Bull's commercials will

start with a sort of problematic situation that gets comically solved by someone drinking a Red Bull and literally growing wings.

Figure 5.2: Red Bull gives you wings

Single message advertisements. Sometimes the message will be expressed in the shortest way possible. This helps getting the viewer's attention quickly and highlights the strongest feature of the product. In the ad from figure 5.1 IKEA uses this method by using just one sentence to describe the product. In this case the design of the ad hints at those of Apple products. The typography used and the way the product is shown resemble those typical of Apples designs in ads. This visual cue can also incite the viewer to see the value proposition as the same quality as Apple's and can be considered a mild case of classical conditioning too.

Figure 5.3: IKEA: Designed for apples

Designed for apples

iDEALISK
grater
3,99lv

IKEA

5.2 COMPARATIVE ADVERTISING

Comparative advertising is an advertising strategy in which marketers compare their product with another one from a competitor to highlight their benefits. It's a delicate, although playful, matter since ads can infringe advertising law or even be perceived negatively by the consumers if not crafted carefully. When brands engage in this type of advertising it is very important that they can back up their claims. If the claims can't be proven the ad can be considered false advertising and an act of bad faith and lead the company to receiving heavy sanctions. Also consumers might feel like they have been lied to and start to distrust the company. The ad should be light-hearted and focus on why the product is superior to its counterpart instead of why the competitor is inferior. It is recommended to take on competitors who have a similar market share to avoid being perceived as a bully. When choosing a competitor of a substantially smaller size not only the brand risks losing its charisma in the eyes of the consumer but also putting an unknown brand on the map effectively giving them free promotion. When the brand picks on a substantially larger company it is seen in the eyes of the consumer as a David versus Goliath battle and will be keener on supporting the underdog. It is the only case in which talking down on the competition will be less likely to be frown upon.

Although comparative advertising has a history as long as advertising itself it is becoming way more casual and ubiquitous in social media. Twitter is usually where most of the action happens. Social media managers and the people who run the different accounts of most big companies have found in this app a more relaxed and informal medium for advertising. It is often that we see their accounts making references to their competitors and engaging in jokes and puns. Since most of the users in the platform regularly give it a similar use and are mostly young people, their public is ideal for this strategy. Companies will often keep a rather casual and very up to date with internet's affairs image to personalize their brands. These actions aren't always heavily planned ahead like TV advertising campaigns; they are to a certain extent spontaneous. Many brands and especially those whose products are marketed to younger audiences have made this shift towards posting memes and engaging in casual interactions with their customers and other brands.

5.2.1 Examples of comparative advertising

In figure 5.2 we can observe a tweet posted by BMW's USA official Twitter account from the 31st of October 2019. In the tweet BMW throws a pun at its long lasting rival, Mercedes Benz, by hinting that to Mercedes cars BMW's are like superheroes. Mercedes didn't waste any time and replied with a pun directed to BMW's radiator grills' aggressive design which had recently sparked many jokes after the reveal of the X7 SUV. This exchange generated a lot of interaction which meant that it had a huge reach. The fact that the ad was fun contributed to it staying in the minds of the consumers which perceived it as an internet meme rather than a piece of advertisement, therefore welcoming it better. Nevertheless, while being an excellent example of comparative advertisement, the tweet arguably benefited both brands. Both received a lot of exposure and shared the spotlight without being actually attacked or any of them clearly having the high ground.

Another good example and one that is very popular in Spain is Fairy. Fairy is a dishwashing detergent brand produced by Procter & Gamble. For years Fairy has broadcasted an advertisement in which two neighboring towns with a history of rivalry cook huge paella as a celebration. One of the town resorts to using Fairy when they are finished and need to clean the grease off the gigantic pan and finish the task quickly and effortlessly thanks to Fairy's advertised concentrated cleaning power. The other town, which uses another cleaning product which is not explicitly mentioned but usually referred to as the best sold brand in the market, struggles to clean the pan since their detergent is weaker and therefore wastes time that could have been used to enjoy their celebration. In this way Fairy manages to transmit the consumer the value that their product holds and how it could easily improve daily tasks. It

is also worth mentioning how Fairy tailored this ad specifically towards their Spanish audience. The rivalry it features between both towns and the dishes being cooked both reference core elements of Spanish culture therefore presenting the ad in a more endearing way.

Figure 5.2: BMW Halloween tweet

Below, we can read a tweet that was promoted by Burger King a few years ago as part of their strategy to attack Wendy's, another fast food chain from the USA. It was part of a larger campaign in which Burger King promoted several tweets from people criticizing their rival in an attempt to give those voices that criticized their competitors a bigger audience. The fact that the message came from random users instead of Burger King gave more weight and credibility to them and the audience perceived them as less of a promotional scheme.

Figure 5.3: Burger King promoted tweet

tevin
@ThatBoiiTevin

i hope you all see how angry i am that wendy's no longer carries spicy nuggets

↗ Promoted by Burger King
2/19/17, 9:57 PM from University, FL

6.   CONCLUSIONS

After this extensive research about the world of advertising I have come to a few conclusions or rather realizations. As stated before, advertising is everywhere, it is in the streets we walk, in our televisions and radios, in our newspapers and most importantly, in our smartphones. The very devices we rely on the most in our daily lives whether it is for entertainment, socializing or working. Social media has created a parallel dimension where we interact amongst us and advertising has taken a hold of it. I truly believe that digital media is where the future of advertising awaits, probably the future of all humanity too. Never before had brands had the chance of maintaining this steady flow of communication with the public. Interacting with brands in social media is a widespread habit. Digital media has allowed brands to promote themselves around the world without any more barriers than language if it could still be considered one at this point.

We are continuously exposed to advertising. We grow up to distinguish the good ads from the bad ones and the skewed truths from those that hold real valor. We develop tolerance to advertising like bacteria do with antibiotics and, just like antibiotics, advertisements are constantly improved in an endless fight to not only stay relevant, but also cultivate the most possible attention. Sentences are crafted with the highest precision to ensure the final product is the key to the consumer's mind. The use of persuasive language appeals to some of the most basic mechanisms that rule our minds like in the case of classical conditioning. The limited space and attention span that consumers offer forces publicists to condense very complex messages into the fewest words possible. Like they say: an advertisement is not fully done until there's not a single word that can be removed.

The advertising world is heavily regulated in order to ensure no harm is done to consumers or other brands. These restrictions, albeit necessary for everybody's welfare, limit the range of action of advertisers. Nevertheless knowing how to move along the gray areas of the law is key for advertisers. Having a solid work ethic is also very important, especially in an industry where competition is so fierce and customers can easily be harmed as collateral damages. Picking fights with other brands is a risky business but can be a very profitable one when done right and how the fight is fought can end up leaving a nice memory in the mind of the consumers.

Culture and advertising go together. As explained before it is easier than ever to relate to other cultures due to the harmonization of first world culture or the Americanization of culture. But still there are many things that differentiate us from one another. Cultures are very complex and hereditary. We still hold many elements that to outsiders seem shocking and vice versa. Brands that try to internationalize their products will sometimes face the challenge of finding an appeal that is understood and holds value by their desired public. Understanding our history and present are key to understanding what interests, motivates or scares us and that constant search of what moves us might easily be the core of advertising.

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