

## Sample Informative Speech

### Attention Getter

Snap Crackle Pop, think different, and recognize this guy from etrade? While these may just seem like catchy slogans and funny images they are so much more. They dictate everything we do, from what breakfast cereal we buy to the company we trust with our insurance. These are advertisements!

### Justification Statement/Thesis

Advertising in America is a rapidly growing industry that has been around for centuries and is part of all aspects of our daily lives. Advertising has taken over all public spaces in America, from the pop ups on your smart phone apps to the brand label on your favorite tee.

### Credibility Statement

According to the Union of concerned scientists, the average American is exposed to 3,000 advertisements per day (*Ucsusa.org*) so whether you're three of 93, on your computer 24/7 or anti-electronics, ads are truly all around you.

### Preview

So today turn your attention to these billboards to learn about the wonders of advertising in America. First, we'll publicize the history of advertising. Then, we'll have a quick word from our sponsors on the science behind ads and finally we'll click on one of those annoying pop ups to learn about the advertising industry of today and tomorrow.

### Main Point 1 - History

Now let's take a look at the history of advertising through advertising's first medium- the newspaper. In the United States Benjamin Franklin was, not only a founding father of America, but also of Advertising. According to *adage.com* Ben launched the first ads in America when he published pages of what he called new advertisements in the Pennsylvania Gazette (Advertising History). This practice began to catch on and by 1870 there were over 5,000 newspapers carrying ads on a regular basis. By the early 1900's advertising got its next big break. In 1906 Kellogg's published its first ad for cornflakes in 6 Midwestern newspapers and by 1915 the company was spending over 1 million dollars on a national advertising campaign. In the 1920's the invention of radio provided the next big opportunity for advertising when New York radio station WEAF broadcast the radio ad for a suburban apartment complex that immediately sold after the broadcast. The modern success of ads exploded in the 1940's with the creation of TV (Advertising in America: a brief history). NBC went down in history airing the first TV commercial in 1941 for Bulova watches, featuring a unique ticking watch face. Finally in 1971 the creators of MTV came up with a whole new idea called music videos to convince buyers to purchase albums. For the first time viewers were tuning in to watch advertisements! As for today, *DM news magazine* puts it best as they state we see more ads alone in one year than people 50 years ago say in their entire lifetime (*DMNewsmagazine.com*)!

### Main Point 2 – Science

All advertisements exist with a common theme: to inform, persuade, and influence. How and what is the best way to do this has been studied for years. The vital connection between advertising and psychology was first asserted in the advertising magazine, *Printers Ink*, when Walter Dill Scott declared, "The successful advertiser must understand how the human mind acts. He must know what repels and what attracts" (Clay, Rebecca). Today professional psychologists, like Ester D. Thorson is responsible for constructing major ad campaigns. Thorson is responsible for a famous experimental ad in which a frozen cylinder of sausage rolled toward the viewer until it filled the entire screen. Although the voice-over was ridiculous, Thorson remembers, that the looming sausage caused a dip in viewers' heart rates.

Immediately after that dip, viewers' learning was enhanced. The result of this experiment was a message for advertisers, Grab viewers' attention, and then makes your verbal pitch.

So how exactly do advertisers go about grabbing your attention? Researchers have found that using tactics such as an interesting story, bright colors, catchy music, or an attractive speaker can make us listen for that convincing sales pitch. Let's take a closer look at color usage, for example. Red is known to increase blood pressure, heart rate, and appetite making you more stimulated. Coca-Cola obviously realized this when they chose their staple color. Yellow is the first color processed by the human eye and therefore is known to grab one's attention. No wonder those McDonald's Golden Arches are the first thing we notice while driving. According to psychologists, Color impression can account for 60-70% of consumer reaction (Clay, Rebecca)! So whether it is through yellow pulling you into an add or Justin Beiber convincing us we need to try a new skin care product, advertisers have figured out how to grab our attention and make us listen.

### **Transition**

So now that you understand how advertisers work with our minds, let's apply that knowledge and take a look at advertising today.

### **Main Point 3 – Today and Tomorrow**

First things first, with all this detailed analysis and research that goes into advertising you may be wondering just how much money is involved in this industry. From \$9 for that first Bulova watch commercial to 2.8 million dollars for 30 seconds during the super bowl the price certainly keeps on increasing, according to businessinsider.com American companies spend about 400 billion dollars per year on ads (Businessinsider.com). The market for design and advertising jobs is vastly growing and some of the highest paying jobs available today. It is the bright and original minds of these employees that have created some of the original and intriguing advertising tactics so prominent today. For example, if you're a Facebook user along with 200 million other Americans you may have noticed the ad section on the right side of your page. With a closer look, you will realize these ads are a bit more personal than you would think. According to the New York Times, Facebook collects information from your interests, age, and even relationship status of your profile to determine what ads will appear on your page (Stone, Brad). So if you have recently changed your relationship status to "engaged" you'll probably find images of wedding dresses for sale on the side of your page. But Facebook isn't the only site keeping tabs on you these days, Google has keeps track of the sites you use and the terms you search and places ads for those items on every website you visit! With all these cool new technologies ads also have to fight to keep your attention! That's why advertising campaigns have become interactive. You may have seen a traveler's umbrella advertisement at the airport that is motion activated. The concept is relatively simple yet intriguing when you walk by the huge travelers umbrella on the wall it explodes into smaller umbrellas. In the future we will be interacting with even more ads and according adage.com we may even be able to speak to them (Garfield, Bob). But after all, With endless methods of advertising today ranging from TV, Internet, and smart phones to billboards and radio there is no knowing what advertising has in store for the future. It has simply become a race to see the next place a company can stick their name.

### **Review**

Today we have looked at the history, science, and industry of advertising.

### **Restate Thesis**

By now you can clearly see that advertising is all around you, targeting you, and grabbing your attention when you least expect it.

### **Tie-Back**

Well who knows how much next year's super bowl ad will be going for, but rest assured next time you see Ronald McDonald or a giant looming sausage coming towards you, you'll know what's really going on.