

HOW ADS WORK

1. The critical task is to design our package of stimuli [ads] so that it resonates with information already stored within an individual and thereby induces the desired learning or behavioral effect...The meaning of our communication is what a listener or viewer **gets out** of his experience with the communicator's stimuli. The listener's or viewer's brain is an indispensable component of the total communications system. His life experiences, as well as his expectations of the stimuli he is receiving, interact with the communicator's output in determining the meaning of the communication. [Tony Schwartz]
2. Advertising doesn't always mirror how people are **acting**, but how they are **dreaming**...In a sense, what we're doing is wrapping up your emotions and selling them back to you. [Goodis]
3. Advertising seems to have a life of its own; it exists in and out of other media, and speaks to us in a language we can recognize but in a voice we can never identify. This is because advertising has no "subject". Obviously people invent and produce adverts, but apart from the fact that they are unknown and faceless, the ad in any case does not claim to speak from them, it is not their speech. Thus there is a **space**, a gap left where the speaker should be; and one of the peculiar features of advertising is that we are drawn in to fill that gap, so that we become both listener and speaker, subject and object...The fact that **we** have to make this exchange, to do the linking work which is not **done** in the ad, but which is only made possible by its form, draws us into the transformational space between the units of the ad. Its meaning only exists in this space: the field of transaction; and it is here that we operate – **we are this space**. [Williamson]