A Scan the article. What does "sticky" mean in the advertising world?

BRAIN INVASION:
WHY WE CAN'T FORGET SOME ADS



Advertisements: They're all over our social media pages; they arrive as text messages; they interrupt our favorite shows; and they bombard us in the streets. In order to survive the constant barrage of advertising, we learn to ignore most of what we see. But what is it that makes certain ads "sticky"? In other words, why do we remember some ads while managing to completely forget others?

According to advertising experts, an ad needs three key elements to make it unforgettable. In the first place, it needs to be clear and simple. TV commercials usually last about 30 seconds, so a complicated or confusing presentation will not do the job. For an ad to be "sticky," it has to be obvious enough that we can pick up the message in a split second.

More importantly, ads should appeal to our senses and emotions. When we really feel something, it tends to stick in our brains much longer than if we simply understand it. This is the reason why so much advertising depends on emotional music and images of family, romance, or success that relate directly to our own hopes and dreams.

One more element necessary to make an ad successful is surprise. When we see something out of the ordinary, it makes us take notice whether we want to or not. A talking animal, a beautifully dressed model diving into a swimming pool, a car zooming through an ever-changing landscape – these are the types of things that grab our attention.

But do "sticky" ads actually make us buy the products? That's another story. Sometimes the most memorable ads make people laugh or mention them to their friends, but they don't actually convince people to buy anything. Still, after watching a "sticky" ad, we usually remember the name of the company it promotes. And in a world with so many brands and products, that is almost as important as sales.



B Read the article. Check (✓) the three things that make an ad memorable.

- ☐ an uncomplicated concept
- ☐ a puzzle or mystery
- ☐ a short time span
- ☐ a sensual or emotional appeal
- ☐ a familiar scene or situation
- ☐ something unexpected or strange

LIVEWORKSHEETS