

Topics in Social Science--Freshman Religion--First Semester

“Developing a Christian World View”

Unit One Developing Critical Readers/Reading Images and Advertisements

Lesson 03 “The Story Behind the Image”

Name:

Hour:

“They’re funny. And they sell a lot of chicken. If you live in one of the 40 states that **boasts** one or more Chick-fil-A restaurants, you probably recognized these cows even before you read the signs they are wearing. If you did recognize the Chick-fil-A cows, you have seen Chick-fil-A’s advertisements.



Advertisements are **ubiquitous**--whether you are driving down the street, reading a magazine, watching TV, or checking your e-mail, you can't get away from companies trying to sell you something.

Advertisers' influence begins early with advertisements, commercials, and images. Did you know that by the age of two many toddlers recognize logos for companies and products such as McDonald's, Chuck E. Cheese's, and Cheerios?

Let's do a little test of our own.

www.sporcle.com/games/g/corplogos

Besides feeling annoyed when a commercial interrupts your favorite television program or when it pops up on your iPad screen, you may have become so used to ads that you barely notice them.

But advertisers will try all kinds of tricks to get your attention. Advertisers are particularly interested in you. Why? Kids in your age group as a whole spend about \$50 billion a year.

That brings us back to the cows. Why use cows to advertise for a restaurant that doesn't even sell beef? The idea of cows making signs that promote chicken sales to save their own "hides" is funny. Advertisers sometimes use humor to get your attention. Creating recognizable characters helps, too. The Chick-fil-A cows are not regular cows; these cows are known for spelling words incorrectly. The cows give Chick-fil-A's brand a personality. It's hard to feel connected to a chicken sandwich. But people emotionally connect with the cow characters. Since Chick-fil-A began running the cow campaign in 1995, their food sales have at least doubled. It's estimated that they spend over \$20 million a year on advertising.

Companies would not spend such big money on ads if they didn't work. Can you make a list of other advertisements that use animals to sell their product?

- 1.
- 2.
- 3.
- 4.

Do advertisements work on you? Can you think of anything you've bought (or wanted to buy) because you like the ad?

1. Armed with your iPad and its camera I want you to do the following things.

a. As you walk around school today how many visible brand names or logos can you find on your own stuff, or perhaps on your friends or even in your classrooms? I want you to find at least ten brand names or logos and take their pictures.

b. At home tonight or over the weekend do a survey of your house. Once again how many visible brand names or logos can you count? Don't forget clothes, shoes, shopping bags, appliances, computer equipment, and cars in your garage with logos on them. I want you to find at least ten brand names or logos and take their pictures.

c. After you have collected all of your pictures then I want you to make a Keynote presentation of your brand or logo pictures.

d. Make your beginning slide your title slide with your name on it.

- e. The next slide should be one with your school pictures on it.
- f. Your final slide should be one with your home pictures on it.
- g. When you finish your presentation then email your work to me with your class email address.

1) 2ndHourFreshmanLogoProject@clhscadets.com

2) 3rdHourFreshmanLogoProject@clhscadets.com

2. Why do you think Chick-fil-A uses cows instead of chickens in their advertisements?
Make a list of your reasons.

- a.
- b.
- c.
- d.

(Write with the World, God's World Publications, 12 All Souls Crescent, Asheville, NC)