

# Animals in Advertising

*A look at why animals are used as a part of effective marketing, and a critical examination of the humane aspects of using animals this way.*

## Curriculum Connection

### **Alberta Education Program of Studies: English Language Arts (2000)**

#### **Grade 5—2.2 Respond to Texts**

- Communicate ideas and information in a variety of oral, print and other media texts...

#### **2.3 Understand Forms, Elements and Techniques**

- Identify strategies that presenters use in media texts to influence audiences.  
[for example: Students bring in magazines and look at advertisements to identify ways that companies try to convince people to buy their products.]

#### **Grade 7—1.1 Discover and Explore**

- Discuss and respond to ways that content and forms of oral, print and other media texts interact to influence understanding.  
[for example: Students, in groups, view a variety of magazine advertisements and brochures. They discuss the images and methods used to attract reader interest.]

#### **Grade 8— 2.1 Use Strategies and Cues**

- Discuss and respond to ways that forms of oral, print and other media texts enhance or constrain the development and communication of ideas, information and experiences.

#### **Grade 9— 2.1 Use Strategies and Cues**

- Identify explicit and implicit information in texts; listen and respond to various interpretations of the same text  
[for example: Students collect and view a variety of advertisements for a particular products, such as cellular telephones, as if they were planning to purchase that product. They make a chart, listing feature of different advertisements; e.g., main message, hidden message, target audience, approach, mood and tone, slogan and logo, and visual appeal]

#### **English Language Arts 20**

##### **4.1.2 Consider and address form, structure and medium**

- c. select an effective medium appropriate to content and context, and explain its use  
[for example, select a medium such as print advertisements in magazines, and explain the use of this medium to sell merchandise; explore the content of the advertisements in terms of the messages and values communicated; and explain the context, including audience and purpose]

## Materials

- Magazines
- Animal pictures
- *Analyzing Animal Ads* activity sheet

## Activities

### **1 Animal Appeal in Advertising**

Have groups of students brainstorm the different companies, products and ads that use animals in their advertising.



## Animals in Advertising (continued)

Popular products using animals in their ads include:

- Telephone services;
- Soft drinks;
- Breakfast cereals;
- Insurance;
- Gasoline;
- Batteries;

and many more.

Show your students some examples of advertisements on TV. There are hundreds of examples of YouTube—the following are just a few examples.

TELUS– Meerkat Epic

<http://www.youtube.com/watch?v=NP4mgObDeUU>

Coke—Penguin commercial

<http://www.youtube.com/watch?v=xL4DbMAe-d0>

Kellogs - Frosted Flakes Commercial

<http://www.youtube.com/watch?v=t0Hx7-0l2mg>

Ask students the following questions to get them thinking more about animals in advertising.

1. Do you think using animals is an effective way to advertise, why or why not?
2. What audience would be the most affected by animals used in advertising? Why?
3. From the advertiser's perspective, do you think it is more effective to use real animals or animated animals? Why?
4. From the animal's perspective, do you think it is better to use live or animated animals? Why?

## 2 Analyzing Ads

By looking in magazines or on the internet, ask students to look for advertisements that feature animals. Students can then select one of the advertisements and use the *Analyzing Animal Ads* activity sheet to help them analyze the ad.

When they are finished have them form small groups and share their ad and analysis.

## 3 Create your own Ad!

Ask your students to create their own advertisement that features an animal. They can find pictures of animals, or draw their own.

Ask them to consider the following before creating your advertisement.

- What are you trying to sell?
- What animals do you think would be the most effective in your ad?

## 4 What do you think?

After reading and looking at some ads ask the students to answer the following questions either through a journal entry, small group discussion or a debate.

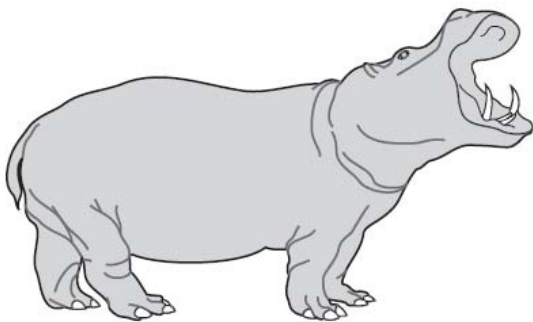
1. Should animals be used in Advertising? Are they being exploited by people or is it merely a harmless device to get us to remember a product?
2. Do you think a large part of the proceeds made by animal entertainers should be returned to the animals. (ex. spent upgrading their zoo habitat)
3. Has this exercise made you look at animals in Advertising differently? How so?

# Analyzing Animal Ads

Name: \_\_\_\_\_

Date: \_\_\_\_\_

**Find at least one advertisement that makes use of an animal to sell its product. Examine the advertisement and answer these questions:**



1. What is the advertiser's purpose?
2. What animal image is used to sell the product?
3. Does the image have any direct relationship to the product? If yes, what is that relationship? If no, what purpose does the image serve for the advertiser in attempting to sell the product?
4. Does the ad make you feel any emotions? What are they?
5. What stereotypes, if any, does the ad encourage or build upon?
6. Does the ad portray a metaphor to sell its product? If yes, describe its purpose.
7. Does the advertisement portray the animal in a realistic way? Describe what seems realistic and what doesn't.
8. Identify and describe any ways in which the ad might contribute to practices that could be harmful to animals or promote an unrealistic view of animal needs.
9. Who do you think benefits more from the ad – the advertiser or the animal?
10. Describe a way that advertisers could use animals to the best advantage of both animals and the advertisers.

