



**Advertising needs to honor God
in the obvious & subtle messages.**



The Christian Advantage

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Advertising

Scriptures – Advertising

Deuteronomy 8:18	The LORD your God, gives you power to get wealth.
Zechariah 8:16-17	Speak each man the truth to his neighbor; think no evil.
John 1:14-17	The Word became flesh; full of grace and truth.
2 Thessalonians 2:9-13	Lawlessness, the work of Satan, is full of deception. Righteousness rests in God's truth.
Ephesians 4:25	Put away lying, speak truth.
1 John 3:18	Love in deed and truth.
Proverbs 3:3	Bind mercy & truth around your neck, write them on your heart.

Devotional

Thoughts for consideration:

God is Truth.

Truth will set us free.

Advertisers will one day give an account to God for the truthfulness of their ads.

Questions for discussion:

1. Is Advertising more impactful at a conscious or unconscious level?
2. When is Advertising beneficial to society? When is it harmful?
3. How much Advertising do you allow through your 'filters' each day, week, month, year?

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Deuteronomy 8:18

And you shall remember the LORD your God, for it is He who gives you power to get wealth, that He may establish His covenant which He swore to your fathers, as it is this day.

Zechariah 8:16-17

"These are the things you shall do: speak each man the truth to his neighbor; give judgment in your gates for truth, justice, and peace; let none of you think evil in your heart against your neighbor; and do not love a false oath. For all these are things that I hate," says the LORD.

John 1:14-17

And the Word became flesh and dwelt among us, and we beheld His glory, the glory as of the only begotten of the Father, full of grace and truth. John bore witness of Him and cried out, saying, "This was He of whom I said, 'He who comes after me is preferred before me, for He was before me.' And of His fullness we have all received, and grace for grace. For the law was given through Moses, but grace and truth came through Jesus Christ.

2 Thessalonians 2:9-13

The coming of the lawless one is according to the working of Satan, with all power, signs, and lying wonders and with all unrighteous deception among those who perish, because they did not receive the love of the truth, that they might be saved. And for this reason God will send them strong delusion, that they should believe the lie, that they all may be condemned who did not believe the truth but had pleasure in unrighteousness. But we are bound to give thanks to God always for you, brethren beloved by the Lord, because God from the beginning chose you for salvation through sanctification by the Spirit and belief in the truth,

Ephesians 4:25

Therefore, putting away lying, "Let each one of you speak truth with his neighbor," for we are members of one another.

1 John 3:18

My little children, let us not love in word or in tongue, but in deed and in truth.

Proverbs 3:3

Let not mercy and truth forsake you; bind them around your neck, write them on the tablet of your heart,

All Scriptures taken from the New King James Version



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The Seductive Scourge

SEGMENT ONE:

It is everywhere – all the time. Crashing over our senses like an endless hurricane of hype. It assaults our eyes, harangues our ears, and even beckons with scratch and sniff trickery. It is a million desperate shouts of, “Notice me!” and a million more condescending whispers of, “You can’t live without me...”

By preying on our insecurities, pandering to our basest instincts and only occasionally challenging our intellect, it convinces us to spend our hard-earned savings on items we would consider senseless or not worth the value if we paused instead of purchasing more impulsively. It can impose feelings of inadequacy or give us a false sense of superiority. We may sense we are being manipulated, but we don’t put enough effort to escape the temptation, because it is so entertaining and persuasive.

Welcome to Advertising, the seductive scourge of the modern age.

It is estimated the average American sees thousands of Advertisements each day without realizing the mind-numbing level of commercial saturation. Drive down any city street and notice how every store has a brightly colored sign, every window offers a separate poster or graphic. The science of packaging has turned each product, carton, bottle and container into its own boisterous piece of Advertising – strategically designed so the product continues to pitch to us long after purchased.

Why is Advertising so prevalent? Because it works. We often buy one competitor’s product over another for no other reason than Advertising. Customers will consistently lean toward costly name brands, even when the generic is an identical product from the same manufacturer. One of the reasons Coca-Cola is a global leader in their industry is because they averaged spending over four billion dollars on Advertising from 2015 through 2022.

Yet what exactly is Advertising? And how does it differ from another common term – Marketing? Sadly, there are as many definitions as there are marketing consultants and Advertising agencies waiting to sign us up as clients. Even noted business experts and college professors put forth conflicting answers. To clear the confusion, **TCA** presents our definition:

Advertising is any form of mass communication which places your company before a large group of prospective customers, and offers them emotional or intellectual reasons for buying your products, services or ideas.

Because it reaches beyond direct personal contact, Advertising is able to inform and persuade more people, more efficiently, than if you tried to contact each prospect face-to-face.

More people will see a social media Advertisement, than will pass by your window today. More will listen to a 30-second radio spot, than will hear your full sales pitch this week. Even if you were the world’s greatest salesperson, you are limited by time, money and number of people who happen to walk through your door. By employing mass media tools, Advertising is able to reach more potential customers, at a lower cost per prospect, than you could approach in any given day. It may not close a sale, but it can begin the sales process and even predispose the prospect to buy.

So to qualify as Advertising, it must contain three important elements:

1. It must involve some form of Communication.
2. It must list or imply positive aspects of your company, products or services.
3. It must inform or persuade.



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The Seductive Scourge

By contrast...

Marketing includes the entire relationship between a company, a product and their existing or potential customers. Marketing employs both interpersonal and mass marketing tools to support the sales process and build a bond for future transactions.

The components of Marketing include: Advertising along with branding, market research, product development, promotions, customer service, public relations, direct sales, quality control and customer feedback.

As opposed to Advertising, Marketing:

1. Involves all forms of interaction between a company and the public.
2. Only needs to identify a company, product or service.
3. Does not need to overtly inform or persuade.

Millions of pages have been written with more detailed explanation of these two concepts. But in order to provide a brief overview, these explanations should suffice. And while we may quibble over definitions, none of us are strangers to the onslaught of Advertising.

Each day, we are barraged by signs, banners, radio spots, TV commercials, magazine ads, newspaper promotions, billboards, posters, flyers, direct mail, window signs, bumper stickers, bulk emails, musical jingles, internet pop-ups and banner ads. The Twenty-First Century has turned Advertising into 'Eyevertising' – which minimizes persuasion in favor of constant repetition and name saturation. Eyevertising has become so omnipresent, we learn to tune most of it out, like the hum of an air conditioner or those familiar photos on the mantel. Yet, our selective attention only makes the jockeying for our attention even more frantic.

Then there are blatant Advertisements we no longer recognize as such. NFL shirts and NBA jerseys worn by teens who don't play professional ball. T-shirts with images of rock groups and movie posters. We drive cars bearing the manufacturer's brand and dealer nameplates. Children soak in half-hour commercials developed as Saturday TV shows, which are based on the toys we buy them.

We don't just wear clothes, we don designer creations, accept logos on everything we own and agree to become walking billboards for the products we buy – whether we are satisfied with them or not. So willing are we to bear the mark of the Advertising beast.

Even the purity of sports has been corrupted. College games are timed around commercial interruptions, which are inserted in every time out or break between plays. Our fields, stadiums and scoreboards are dominated by Advertising, while arenas are renamed not for heroes, but for any company putting up enough money.

And therein lies the danger. For whatever size ad we run, we are influencing ideas and manipulating emotions. We can either do this in a responsible way to sell our products with honesty and integrity, or we can use these powerful media forces to coerce and confuse the easily influenced.

As Christians, our choice should be clear.

"The most powerful element in advertising is the truth."

- Bill Bernbach (Advertising Director, 1911-1982)

"Let's gear our advertising to sell goods, but let's recognize also that advertising has a broad social responsibility."

- Leo Burnett (Founder – Leo Burnett Agency, 1891-1971)



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Who Are You Targeting?

EXERCISE ONE:

During the 1984 Superbowl, Apple Computer launched its Macintosh line with a single commercial equating enslavement to the dominant operating system of the day with a horrific vision of the future from George Orwell 's novel '1984.' The legendary spot from film director Ridley Scott ran *only once*, but was replayed for months by newscasters around the world. A quarter century later, it is still remembered as one of the most powerful ads ever created, as well as a reason for the successful launch of the Macintosh line.

The commercial broke all the rules. As well as its dark tone, the sixty-second spot never showed the product or a computer of any kind. It did not list a single feature, benefit or price point. Instead, it equated the type of person you were with the brand of computer you used.

Apple clearly understood its demographics. The spot appealed to young, creative, independent computer users, who wanted something more than the number-crunching machine IBM embodied. In fact, this 'robot or rebel' theme remains the core of Apple Advertising today.

The key is to adequately research the market to identify who will be *most receptive* to your product line. These should be your *target market or demographics*. Once they are defined, you can create effective ads providing the maximum return for your Advertising dollars. Knowing who your customers are will help you decide where, and in what media format to place your ads.

Check the criteria below to describe your *ideal* customer:

1. Age Range (s)
 - a. Child _____
 - b. Teen _____
 - c. Young Adult _____
 - d. Middle Age _____
 - e. Senior Citizen _____
2. Gender
 - a. Male _____
 - b. Female _____
3. Educational Level (s)
 - a. Current Student _____
 - b. High School Graduate _____
 - c. College Graduate _____
 - d. Post-Graduate _____
4. Socio-Economic Status
 - a. Unemployed _____
 - b. Blue-collar worker _____
 - c. Professional _____
 - d. Executive/Business Owner _____
 - e. Retired _____
5. Geographical Location (s)
 - a. Local _____
 - b. Regional _____
 - c. National _____
 - d. International _____
6. Occupation or skill (s) _____



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Thank you for your interest in The Christian Advantage! We hope you have enjoyed this sample of our lesson on Advertising. You can purchase the full lesson on our website:

<https://thechristianadvantage.com/product/advertising/>

We encourage you to attend one of our regular informational meetings to learn more about the history and purpose of The Christian Advantage. You may sign up to attend our free informational meeting here:

<https://thechristianadvantage.com/tca-intro-meetings/>

Finally, if you would like to learn more about The Christian Advantage and how it can benefit you and your business by meeting with our founder, Bruce Zoeller, contact us to schedule a phone call or meeting.

<https://thechristianadvantage.com/connect/>



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