

# HOW DO COMMERCIAL ADVERTISEMENTS INFLUENCE OR ATTRACT PEOPLE?

In our daily lives, there are often a variety of advertisements, of which the main purpose is to attract the public to buy their products or services. In order to achieve this purpose, various strategies are used to impress the audience with the advertisements. Have you ever been impressed by certain advertisements? How have they achieved success? Let's take SK-II as a good example.

Sk-II's commercial uses a lot of sales strategies. First of all, it starts with the daily life of an ordinary person. Frequent exposure to the visual images of the commercial makes people feel relaxed, thus lessening their vigilance. This is a common strategy for long-form advertising, mainly intended to arouse the audience's curiosity about the next shot, and to enhance their eagerness to watch the entire advertisement.

Next, you can see a sentence in the ads, "I have found my treasure and now I want to share it with you", which often leaves people feeling

as if a good friend were sharing a precious secret with you. And the actors in the advertisement have fair and dewy skin, a seeming effect of the product. This serves as a living example to convince the audience, especially the female ones, of its good quality.

After introducing a series of products, the advertisement adopts the last strategy to create a strong ending, which is actually the icing on the cake - "Your beauty ritual should be the kind of experience that sets the tone for the rest of your day; take time to cherish yourself." This ending remark simply stimulates the audience's intention of buying the product. Many may find it worth paying a high cost for this noble enjoyment and facial improvement, which is exactly what the advertiser has expected.

In view of the attractiveness of the advertisements, it is necessary for us consumers to have critical thinking. As the proverb goes, 'Look before you leap'. We should avoid being fooled by deceitful advertisements and promotions so as to protect our own interests, our happiness and health. Let us be sensible with our purchases.

