

Answer Key

Commercial of Public Service Advertising?

Now that you can tell the difference between commercial and public service ads, categorize the following statements by placing an X in the appropriate column.

	Commercial	Public service
1. Ad campaign against drunk driving <i>The message aims to improve a societal situation.</i>		X
2. Radio spot announcing the next flu vaccine campaign <i>The message aims to improve quality of life for the public.</i>		X
3. It has been shown that prominent personalities who promote certain products (clothing, cars, toys, food, etc.) have an impact on sales figures. Are you for or against using stars in ads? <i>The seller who pays for the ad will benefit from it if someone buys his or her product.</i>	X	
4. Is advertising that promotes green products more acceptable? <i>The political party is selling its idea and the direct impact it is seeking is to influence voter intentions. Unlike a message from the government, the purpose is political rather than public service-related.</i>	X	
5. Live radio broadcast to promote a special event downtown <i>Event organizers pay for live broadcasts in order to attract more visitors.</i>	X	
6. Message from the Government of Québec announcing a new program or explaining a new law <i>The purpose is to inform the public and change a behaviour for the common good.</i>		X
7. The provincial federation of dairy producers runs an ad to encourage people to eat or drink three or four portions of dairy foods and beverages a day. <i>To the advertiser's benefit: although the advertiser is basing itself on information that aims to improve health (Canada Food Guide), its goal is to sell as much product as possible.</i>	X	
8. The contestants of the <i>Star Académie</i> singing competition encourage you to donate money for sick kids. <i>Although the contestants often do commercial promotions (like selling albums or tickets for shows), it is indeed the sick kids who will benefit if we listen to the ad and donate money. Aims to improve a societal situation.</i>		X

<p>9. Mathilda is wearing a “Buy Local” t-shirt she was given by the Enviro+ non-profit organization.</p> <p><i>Enviro+ does not enjoy the direct benefits of sales by local merchants. Its goal is thus a public service one. If the same t-shirt were given by a group of downtown stores, it could be a commercial advertising technique to sell more products.</i></p>		X
<p>10. Luc is given a promotion pencil that says “Tobacco can kill.”</p> <p><i>This is an attempt to convey a message, instigate a change in behaviour for a healthier lifestyle.</i></p>		X
<p>11. The mascot for the city’s Police Department is visiting your school to spread a crime prevention message.</p> <p><i>Instead of promoting a product or a brand, the mascot is there to get across a message intended to improve a societal situation.</i></p>		X
<p>12. While at the grocery store, you are given a sample of a new organic bread.</p> <p><i>The only reason for giving away the bread sample is to sell more bread, which benefits the company selling it.</i></p>	X	