Getting And Controlling Attention
THE ADVERTISING SENSATION OF 1856

Part of a Bonner full page of iteration copy. (Reduced more than one half.)
GETTING AROUND JAMES GORDON BENNETT'S "AGATE ONLY" RULE IN 1856

Stories by advertisers in their efforts to obtain display and novelty. This probably was the origin of the built-up type which later became a characteristic of the New York Herald.
Wouldn’t it be cool if your computer could ________?

Well, if somebody can imagine it, chances are your computer will someday do it. Amazing things. Useful things. Silly things.

And of course, this says more about people than it does about computers. People are born to innovate, invent and create. People love to get stuff done.

And we make tools that help.

Where do you want to go today?
Wherever Frank and Shirley went, OnStar was sure to

Help them plan a trip to Arizona.

Call them when their air bags went off
(Their car sent a signal to OnStar®).

Make sure they were all right.
(They slid into a nest of rattlesnakes.)

Offer to send an ambulance:

Check their engine by remote.
(From 1,600 miles away.)

Pinpoint their exact location.

Order a tow truck.

Get them a cab to the hotel.

Notify their insurance carriers
(At Shirley's request.)

Suggest a great Mexican restaurant.

Get them to I-40
(After Frank got lost.)

Get them tickets to a baseball game.

Find the nearest gas station.

Warn them about road detours.

Call when their car was stolen.
(And help the police track it.)

Contact them after the car was recovered.

Unlock their car doors by remote.
(Frank locked the keys in the car.)

Tell them Tucson will be sunny and hot.

How will you use it?

OnStar®

Wherever you go here we are.

The one-touch connection to people who can help® Call 1-800-ONSTAR-7 or visit www.onstar.com.
Like your brain, the new Land Rover automatically adjusts to anything.

Introducing the most technologically advanced Land Rover ever.

When it comes to creating the all-new Discovery Series II, we didn't leave anything out.

Besides being completely reengineered and totally redesigned, it comes equipped with technological innovations not found in other SUVs. Like the newly available Active Cornering Enhancement. A feature that uses computer software and an advanced hydraulic system to create an interestingly smooth ride. Suffice it to say that there's not a more user-friendly 4x4.

And thanks to four-wheel electronic traction control, all-terrain ABS, and permanent four-wheel drive, there's almost no off-road problem it can't solve. There are even side impact beams and a rugged 14-gauge steel chassis. So why not call 1-800-FINE-4WD or visit us at www.BuickLandRover.com.

With a starting MSRP of $34,775, there's one thing we suspect you won't be doing. Thinking twice.
Who needs mistletoe.

Call 1-800-COOL-GIFT™ for Häagen-Dazs gift certificates. How you're thanked is none of our business.
why?

because

Fish need to swim, birds need to fly.
And, for the time being anyway, people need to drive. That's why Toyota is investing billions to reduce the impact our vehicles will have on the environment. Our breakthrough hybrid technology will allow vehicles to be dramatically cleaner, without compromising convenience or performance. We're building a greener Toyota. For all of Earth's travelers.

For more information, call 1-800-GO-TOYOTA or visit our website at www.toyota.com/ecologic

TOYOTA people drive us
Just saying it is enough to make you smile.

Behold the power of Cheese.™

www.ilovecheese.com  ©1999 America's Dairy Farmers™
Trust.

(One word rarely used in the same sentence with “car dealer.”)
Common techniques in ads to grab and hold attention

- Use of graphics, visual layout
- Use of task or “game” to engage consumer
- Use of heavy inferential processes
- Use of incongruity, violation of expectations
  - Ambiguity is frequently exploited for purposes of incongruity
Hit the bar for lunch

Whether you work through lunch or hit the gym for a workout, you shouldn’t have to miss a nutritious meal. Balance nutrition bars are a delicious, all-natural, 200 calorie meal great for those on the go.

Based on the 40-30-30 nutrition concept: 40% of calories from carbohydrates, 30% from protein and 30% from dietary fat, Balance bars provide essential nutrients to keep you going. They can even help you access stored body fat for energy.

Hit the bar for lunch or any meal. Balance nutrition bars – because too busy isn’t an excuse. Available in Almond Brownie, Banana Coconut, Chocolate, Cranberry, Honey Peanut, Macha, Toasted Crunch and new Almond Butter Crunch, Chocolate Raspberry Fudge and Yogurt Honey Peanut.

At Circle K, Osco Drug, Sav-on Drugs, GNC, Whole Foods, Vitamin World and local retailers everywhere.

40-30-30 nutrition is also available in a new great-tasting drink mix – 40-30-30 Balance. In five delicious flavors at health food stores everywhere. Call 800-678-4246 for all product information.

BALANCE
You can do anything on it
Nonstop to London.
Showers expected upon arrival.

British Airways' new arrival facilities at London's Heathrow and Gatwick airports are making quite a splash. Now, ClubWorld® and First Class passengers can enjoy a hot shower and breakfast or even catch up on business in our private lounge. You'll be off to a flying start. It's the way we make you feel that makes us the world's favourite airline.
So much about a family is revealed in its faces.

The New Family of Stainless Steel Watches.

TIMEX
No Road Works in London
No Road Works in London

-- They do in Miltonkeynes
Put the apple on the towel into the box.
“Garden Path” sentences:

• Sentences where initially, the wrong structure and interpretation is assigned to a temporary ambiguity - at some point, an error signal is detected, resulting in processing breakdown or backtracking
The horse raced past the barn fell and broke a leg.

The horse that was raced past the barn fell and broke a leg.
The President believed the report about the attack had been forged.

The President believed that the report about the attack had been forged.
The gang leader hit the lawyer with a wart and laughed loudly.

The gang leader hit the lawyer with a stick and laughed loudly.
More “garden path” sentences

After the police stopped the car drove off at top speed.

The therapist told the woman that he was having trouble with about the new medication.

What did John read the newspaper to find out about?
The President believed the report about the attack had been forged.

The President believed that the report about the attack had been forged.
The President believed the report about the attack had been forged.

The President *sent* the report
The President *concluded* the report
The President
believed
the report
about the attack
had been forged
The President believed the report about the attack had been forged
sent
concluded
The President
sent
believed
the report
about the attack
had been forged.
Once consumers are engaged in an ad, techniques can be used to focus attention on some specific part of the ad or a claim in the ad through

– Graphical means
– Linguistic means
A Bowl Of Cereal May Help Reduce The Risk Of Osteoporosis.

Getting sufficient amounts of calcium every day, along with regular exercise, is an important step in reducing the risk of osteoporosis later in life. In fact, research shows that women who get added calcium from the milk that tops their bowl of cereal get more calcium in their diets than women who don't. For more information on the nutrition of cereal, call us at 1-800-468-9004.

Cereal. Eat it for life.

Kellogg's®
DID YOU EAT YOUR FRUITS AND VEGETABLES TODAY?

SUPER JUICE SUPPLIES PHYTO-NUTRIENTS FROM 27 FRUITS AND VEGETABLES

Eating 3 servings of fruits and vegetables per day is recommended by the U.S. Department of Agriculture to maintain optimum health and to prevent certain diseases. Many of us may not be meeting our daily quota of these nutrient-rich foods. This may put us at risk.

That's why we suggest that you include Super Juice™ in your dietary regimen. It contains many natural substances called "phyto-nutrients", found in fruits and vegetables. Phyto-nutrients are rich in natural anti-oxidants, vitamins, trace minerals and enzymes that nourish and protect our bodies.

Super Juice™ offers a whole food and juice supplement with nutrients from 27 fruits and vegetables. Super Juice™ is uniquely blended to aggregate the natural blend. Each serving of Super Juice™ supplies the nutritional equivalent of 6 servings of fruits and vegetables. If you don't get enough fruits and vegetables—supplement with Super Juice™.

Available at Walgreens, Sav-On, Chefs, Eckard's and your local pharmacy-carrying Healthvitamins. For the store nearest you call 1-800-822-4320, ext. 42, Monday-Friday, 9-5 PST.
“Each serving of SuperJuice supplies the nutritional equivalent of 6 servings of fruits and vegetables” *

*based on beta carotene content.
New Trojan® Shared Sensation.
Why wear anything else?

New TROJAN® SHARED SENSATION latex condoms.
A special shape for him. A unique texture for her. So get it on and share the pleasure.
Help reduce the risk with TROJAN. America's #1 condom. Trusted for over 80 years.

For a free sample, visit www.trojancondoms.com
How can linguistic structure be used to manage attention?
Phoneme monitoring task:
Press the button when you hear the sound “P”

Whales eat **plankton**.
**Plankton** is eaten by whales.
It is **plankton** that whales eat.
What whales eat is **plankton**.

What do whales eat?
**Whales eat plankton.**
Observation: Phoneme monitoring responses are shorter when the targeted word is in:

- Subject position in the sentence
- In a position of “Focus”

- These sentential positions seem to receive greater attentional allocation
- But is retention for this material better?
The first grade teacher was suspended without pay for cursing in class.

**TEACHER**

The wealthy businessman lost most of his investments in the stock market.

**EXECUTIVE**
In the last frantic two minutes of the game, the home team won the championship.

FRANTIC

Beside the brick delicatessen restaurant, there was parked a brand new orange Mercedes.

BRICK

It was the brunette he’d met at a Tupperware party that Bertrand agreed to marry.

BRUNETTE
The home team won the championship in the last frantic two minutes of the game.

FRANTIC

A brand new orange Mercedes was parked beside the brick delicatessen restaurant.

BRICK

Bertrand agreed to marry the brunette he’d met at a Tupperware party.

BRUNETTE
Observation: Material is remembered better if it occurs:

- At the beginning of the sentence
- In a position of “Focus”
Examples from advertising:

• In all probability, you or one of your family members may have your car stolen this year.

• By combining an ultra-low emission engine with an electric motor, the Honda hybrid vehicle has brought the future of automotive transportation a little closer.

• And with the available V6 power of your new Camry, you’re ready to roll.

• With the largest payload of any Toyota Truck, the full-size T100 can haul loads of stuff.
The new hybrid vehicle from Honda.
What's next, perpetual motion?

By combining an ultra-low emission engine with an electric motor, the Honda hybrid vehicle has brought the future of automotive transportation a little closer. Sooner than you might imagine. And before anyone else. You see, the Honda hybrid vehicle will be available later this year. At Honda, we're committed to developing environmentally responsible vehicles that reduce emissions and improve fuel economy. The future is, well, here.

HONDA
Thinking
By combining an ultra-low emission engine with an electric motor, the Honda hybrid vehicle has brought the future of automotive transportation a little closer. Sooner than you might imagine. And before anyone else.
By combining an ultra-low emission engine with an electric motor, the Honda hybrid vehicle has brought the future of automotive transportation a little closer. Sooner than you might imagine. And before anyone else.

By combining an ultra-low emission engine with an electric motor, the Honda hybrid vehicle has brought the future of automotive transportation a little closer sooner than you might imagine, and before anyone else.
There’s something special about a ThinkPad notebook. And the new ThinkPad 600 is no different. Thin, light, powerful. With a big bright, high-resolution screen and CD-ROM capabilities.
There’s something special about a ThinkPad notebook. And the new ThinkPad 600 is no different. Thin, light, powerful. With a big bright, high-resolution screen and CD-ROM capabilities.

Millions of people have trusted the power of Advil to provide unsurpassed pain relief yet be gentle on their stomachs. Advil, when used as directed, is as gentle on your stomach as a placebo. And you don’t need a prescription to take it.
Intonation not only focuses attention, it zooms in on particular inferences and contrasts:
Intonation not only focuses attention, it zooms in on particular inferences and contrasts:

Whales eat PLANKTON.
Altering focused phrase changes meaning:

- Many of the freshman passed the latest assignment for this course.
- MANY of the freshman passed the latest assignment for this course.
- Many of the FRESHMEN passed the latest assignment for this course.
- Many of the freshmen PASSED the latest assignment for this course.
- Many of the freshmen passed the LATEST assignment for this course.
- Many of the freshmen passed the latest assignment for THIS course.
Examples from advertising:

“… to keep carpets FORTY percent cleaner…”
“Even with NO air pressure, you can drive up to FIFTY miles.”
“Isn’t it time for some really GOOD chicken?”
“Now I can make the decisions.” -Prudential
“If you want to hear things CLEARLY…”-AT&T
“I’m 64. Is there anything I can do to STOP bone loss?”
“Listerine even kills the germs that cause plaque and GINGIVITIS.”
Linguistic techniques used to accentuate particular aspects of a claim:

- Writing text in the non-usual (“non-canonical”) word order to highlight or emphasize material occurring at the beginning of the sentence.
- Breaking up a single sentence into multiple sentence fragments to allow the material in each fragment to be more highly focused.
- Placing special intonation on certain words to force, constrain, or induce specific implicatures, especially implicatures pertaining to contrast of some kind.