

# Fun versus Serious

TV & Culture

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## Fun and Serious Advertisement.

When I watch a television, I will spend more time to see advertisement than to see a movie or a drama. Advertisement agencies fight each other to catch viewers' eye. They spend much more time to make a concept or do market than just making an commercial advertisement. They do brain-storming every day and night and they struggle to make a best concept to sell their client's product.

Several years ago, most of the commercial television advertisement agencies made television commercial advertisements only to tell the name of product or product itself to television viewers. Actors and actress in a television advertisement repeated the name of brand of product and The label of products filled with the screen of television.

However, these direct advertising methods didn't work any more to a new generation. The new generation wants to see good images or cool views on television. The new generation does not like boring and repeating words and conversation. They want to be fun and cool. They want to be shocked by other medium like television and movies.

So, agencies that target new generation know what they want. When we watch some advertising on television, we figure out that most of the advertisements targeting young generation are imagination advertisements. Most of the advertisements are fun too. Their concept of advertisements is not to show the name of products, but to show the image of products. For example, the popular drink companies like Pepsi Cola and Coca Cola use the methods of advertising the image of their products. They only show the name of products in two seconds or three seconds of thirty seconds. The television commercials spend more time to show good and cool images to young viewers because they know that customer drink the images of their product and do not drink their product only. Therefore, the concept for the young generation is the focus on making cool images.

Usually, television commercial agencies use more serious moods for the old generation to advertise some products like insurance and hardware products. The old generation wants more functional methods than just simple and good images. So, advertisements for the old generation are much more functional. The old generation does not like speedy and difficult advertisements. They want to get functional information of products, not to enjoy good and cool images from

commercial advertisements. They want to choose proper products through the commercial advertisement of television and movies. So, agencies that target old generation know what the old generation wants and feels. When we watch some advertising on television, we figure out that most of advertisement targeting old generation are more functional advertisements. Most of the advertisements are humanity too. Their concept of advertisements is not to show the image of products, but to show the function and name of products. For example, Telephone companies use the methods of advertising the function of their products. In some television commercials, they spend most of the time to explain their products and views their brands often than any other television commercials. Therefore, the concept for the old generation is the focus on making effective and functional images.

Fun television commercials are different from other types of television commercials. Some agencies use very good ideas and concept to give fun to customers and they link the fun idea and concept to their products. When they gave a fun to customers in front of televisions, they believed that customers would buy the product. Actually, this is one of the advertisement methods to advertise

images of products. However, These kinds of advertisements are not cool and great. These commercial advertisements give fun to viewers. The purpose of that kinds of television commercial advertisements are to give fun to viewers and link the concept to their product. So, usually the fun television commercial show the name of brand in the last seconds in short. These television commercial advertisements look like the image advertisement and I think that fun television commercial is a sort of advertising imagery, but, the object of advertising images is different in some aspects. Fun television commercial advertisements add fun objects and ideas to the method of advertising good and cool images.

Now, our life is busy, complex and speedy. Everybody dreams a natural island which has a television only or a computer( or art books?). Everybody wants to take a break in their sweet home. Everybody is tired and feels boring of a city life. They want to make a smile, but their feeling of mind is drying up. When a television advertisement makes a fun or a smile to television viewers, the viewers will good images of the products and the company. I am sure that the effect of fun television commercial advertisements is more functional and effective than some television commercial

advertisements which are targeting the old generation. I am sure that the effect of fun television commercial advertisements is more imagery and much more after-effective than television commercial advertisements which are targeting the young generation.