

Same character over and over in ads - dangerous?

I sometimes find that in such ads, one ends up paying attention to the character and not what is being advertised.

For example I look at the Brand Power woman to see how different she is looking from previous Brand Power ads. That unidentifiable accent of hers (Zimbabwean I'm told) also grabs the ears. But seconds after the ad is over, I cannot tell you what was just advertised.

The same goes for the CTM, Vodacom and Chicken Licken ads. If they are advertising a special of some sort, I could not tell you what it was unless I paid very careful attention.

Are ads which feature the same person over and over again in varying scenarios, self-sabotaging to a point? Are viewers just too used to looking at the character and seeing how they present themselves, rather than what it is actually being advertised?

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