

[Student's Name]  
[Date]  
[Communications 400 Level Course]  
Assignment #2

### **Advertising Comparison**

I watched two different reality television shows: Bravo's *The Real Housewives of Orange County* which aired from 9-10pm on Tuesday night and Lifetime's *Wife Swap* which aired from 7-8pm on Wednesday night. I noticed that similar ads were used during each program, the majority of which were advertisements for beauty products, food, and television shows or movies. The main difference lied in who the advertisements were targeting. The ads in *The Real Housewives of OC* seemed to focus on females and their own fulfillment whereas the ads in *Wife Swap* seemed to focus on the "mom" whose job it is to take care of the family. It makes sense that this would be the focus of the ads during each program based on various variables such as demographics and lifestyle characteristics that are represented in the reality programs and are thus likely transmitted to real life audiences.

*The Real Housewives of OC* features rich housewives who love to look good and show off to their friends. Various advertisements emphasize the "before and after" aspect of life by featuring products that can change how you look and make you more beautiful—just what a viewer of *The Real Housewives of OC* would want to see and hear. These ads include: Olay Anti-aging cream, Pantene Nature Fusion Shampoo- Eva Mendes, "Brighter Than the Sun", Covergirl Blast Lipstick, and Clariol Nice & Easy colorblend foam. I think these beauty product ads would resonate best with the target audience because the characters in the show are frequently seen modifying their images by using makeup and hair products. The brands listed above are all very well-known; however, the specific products may not be. As a result, the ads appear to call

awareness to the specialized products and draw in an audience of rich housewives looking to modify their appearances.

*Wife Swap* included a lot of ads for cleaning products and meal items and *The Real Housewives of OC* did not. Since the premise of *Wife Swap* is to have a mother move in with a new family and change the way the household is run, usually in regards to cleanliness and nutrition, it seems appropriate that cleaning and cooking ads would be a focal point during this show. These ads include: Bertolli meal soup, All Oxi-active (2), Jimmy Dean breakfast, Swanson flavor boost, Kraft Homestyle Mac & Cheese, and Bounty extra soft. These ads would resonate well with mothers looking to improve the household and take care of the family because they showcase product qualities and alternate between striving to increase sales and spurring awareness. For example, the Kraft Homestyle Mac & Cheese ad spurs awareness that this new variety of Mac & Cheese exists. It also could increase sales by leading current consumers to purchase more Kraft products.

A similar number of ads were seen in 30 minute increments of each of the two shows: 22 for *The Real Housewives of OC* and 24 for *Wife Swap*. It's interesting that an ad for *Twilight Saga Breaking Dawn Part I* was shown twice during both of the shows. This makes sense due to Twilight's fairly recent popularity with a somewhat diverse audience. The love story in Twilight would resonate well with the target audience of both programs who likely seek action and romance. In this case, I think the objective of the ad was to increase sales of the movie because the product is emphasized and the advertisers tell the audience to buy the DVD.

I think television was used effectively to reach the target audiences of both programs because a lot of the ads seemed to flow right into the storylines of the programs. The ad for the "all new" 2013 Lexus GS goes right along with the wants and needs of the target audience of *The*

*Real Housewives of OC*. The women in the show have nice cars and other expensive things, so an ad for an expensive, upscale vehicle is appropriately targeting their wants of lavish, expensive goods. Similarly, in *Wife Swap*, the cleaning product ads fit right into the plot of the reality tv show. The Bounty extra soft paper towels could easily be used to clean up the messes of the sloppy families seen in the show.

Another similarity between the ads used during each program was the inclusion of ads for other shows on the same channel. In doing this, the advertisers could have increased viewership for the entire channel. It's easy to assume that the target audience of the *Real Housewives of OC* would extend to the *Real Housewives of Beverly Hills*. The same goes for *Wife Swap* viewers also viewing *Dance Moms* because the proposed target audience enjoys entertainment and family activities.

It was interesting to compare and contrast the ads seen during *The Real Housewives of OC* and *Wife Swap*. I wasn't too surprised to see an overlap in types of ads because these two shows and channels are similar, and thus, likely to target similar audiences.

Commercials seen in Bravo's *Real Housewives of Orange County*:

Olay Anti-aging cream

- T-Mobile pink- pink dress, 4G phones
- Mazda
- Hershey's candy kisses- Valentine's edition
- Ghost Riders movie
- Millionaire Matchmaker Watch What Happens Live Valentine's Day Special (2)
- Love Broker
- Real Housewives of Beverly Hills
- Millionaire Dollar Listing
- Pantene Nature Fusion Shampoo- Eva Mendes, "Brighter Than the Sun"
- 2013 Lexus GS- "all new"
- Twilight Saga Breaking Dawn Part 1 (2)
- Welch's Grape Juice
- Rock Center with Brian Williams
- Almond Joy, Mounds- "unwrap paradise"
- Sprint- truly unlimited data
- Kohler Flipside Hand Shower
- Hyandai
- Covergirl Blast Lipstick
- Clariol Nice & Easy colorblend foam

Comercials seen in Lifetime's *Wife Swap*:

- Project Runway All Stars
- John Frieda precision foam color
- Twilight Saga Breaking Dawn Part 1 (2)
- Bertolli meal soup
- Ashley furniture home store
- All Oxi-active (2)
- Chevy
- Dance Moms
- Jimmy Dean breakfast
- Covergirl- Ellen Degenerous and Eva Mendes
- Swanson flavor boost
- Blistex- bliss
- Citracal calcium pills
- OceanSpray cran-cherry juice
- Craft Homestyle Mac & Cheese
- Lifetime shows available on DVD
- Pawn Stars- History Channel
- Visionnaire by Lancome- skin precision, now at Macy's
- Phillips colon health
- La-z-boy
- Dove anti-frizz serum
- Bounty extra soft