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### Parody Analysis

While researching infomercials and the characteristics of them I learned several things that helped me in creating my own infomercial. In an article written in the Advertising and Society Review it states, "According to Postma, DRTV (Direct Response Television) has three defining characteristics. First, there is the product, which should be presented as definitively as possible. Second, DRTV always features a special offer—usually the price of the product, its exclusivity, and/or the "no-risk" nature of the purchase. Third, a DRTV advertisement presents a purchase invitation (the "call now" of the archetypal infomercial (A&SR). First I had to chose my product and I knew it had to be something humorous so I chose hair extensions. I knew that I could create a very funny skit using this product. I didn't want to use the hair extension how it is typically used so I thought outside the box. I thought it would be hilarious to use them in different areas where we DO NOT want hair to grow. Then I thought about how in Europe they love having hairy legs and armpits so because that is not exactly acceptable in the U.S. I knew it would be funny. I started by giving a scenario that viewers could relate to. That scenario being a vacation to Europe. I then told them about what the product was and how you used it. In all infomercials they show the product in action so I had the infomercial spokesperson show how to use them. They also almost always have the customer before using the product then after and how it has made their life so much better. Then I did the second step according to A&SR which is featuring a special offer. My offer was that if they called within the next 20 minutes they would get an extra product free. I then added another offer being that if they were one of the first 50 purchasers they would get a second pair of hair extension free. You always see extras and doubling the offers in infomercials. This information as well as my own experience of watching these

humorous and borderline ridiculous advertisements helped me greatly in putting together my very own infomercial!

Work Cited

Hope, Wayne, and Rosser Johnson. "What is an Infomercial?" A&SR. Advertising Educational Foundation. 7 Dec. 2008 <[http://muse.jhu.edu/journals/asr/v005/5.2hope\\_johnson.html](http://muse.jhu.edu/journals/asr/v005/5.2hope_johnson.html)>.