

Metaphor in Advertising

What is a Metaphor?

- *A metaphor* is a figure of speech that describes an object or action in a way that isn't literally true, but helps explain an idea or make a comparison.

TIME IS MONEY

YOU'RE A STAR

Knowledge is Power

WELCOME ON BOARD

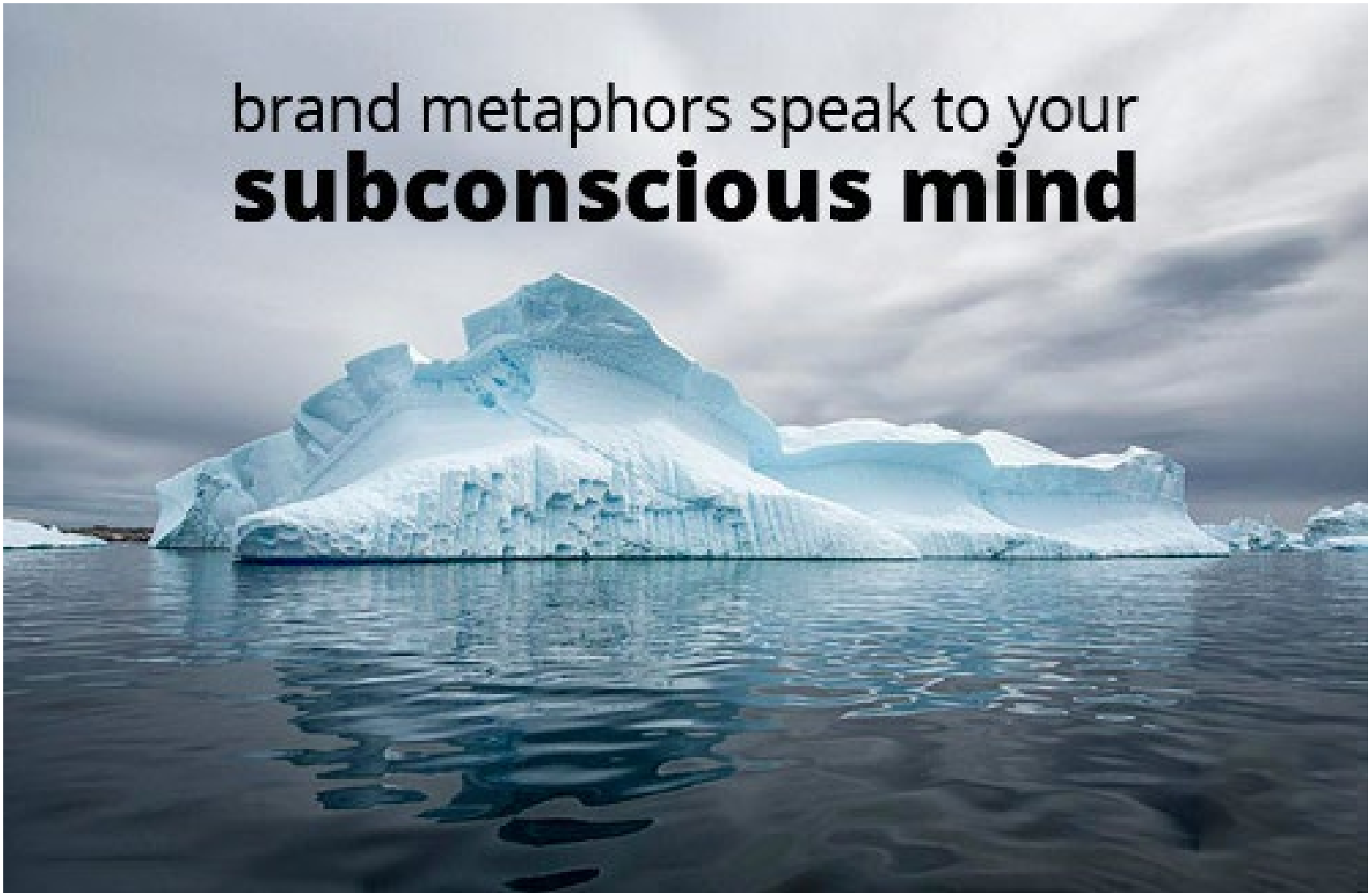
Life is a Journey

It's like shooting fish in a barrel

Why Metaphor?

- We think in metaphors, often without realising it
- Metaphors are integral to language
- Using metaphors in what we say reinforces our message

brand metaphors speak to your
subconscious mind



The
REWARDS
are
REAL.

UHomeLoan **UBank.com.au**
backed by  nab

Info at 01/08/13. Saving based on a \$300,000/30 year variable loan. Lending criteria, fees & charges apply.
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https://www.youtube.com/watch?v=omT9_zycntY

DESIGNED FOR PROFESSIONALS



A large, pink pig is sitting on a paved road that stretches into the distance. The pig is looking directly at the camera with a slight smile. The background shows a clear blue sky with scattered white clouds and a dry, hilly landscape with sparse vegetation. The pig's ears are large and upright, and its skin is a light pink color with some darker spots on its belly.

ARE YOU A ROAD HOG?



www.roads.gov



No one grows Ketchup like Heinz.



Heinz
Ketchup Heinz kids will love your food

Get Comfortable.







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Happy Halloween

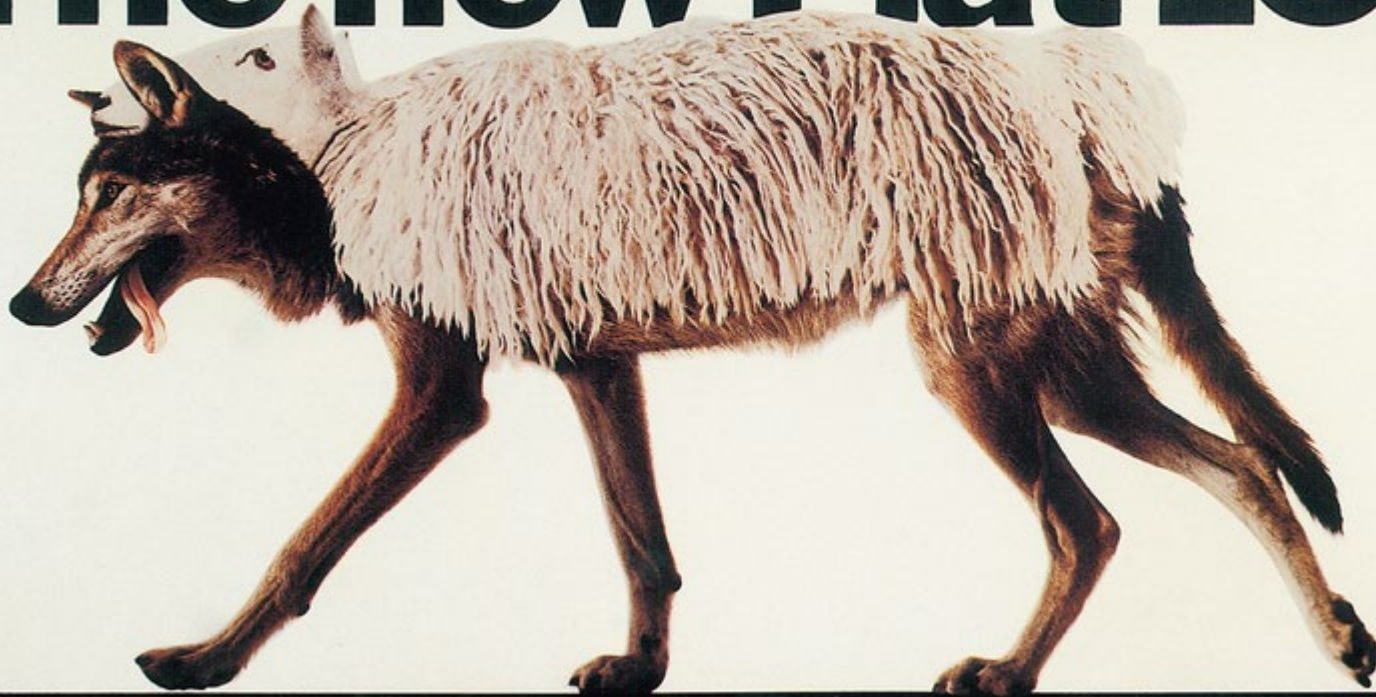






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The new Fiat 132.



FIAT





Awareness can save the earth.



gripping performance. | **TOYO**





THE NEW PAJERO FULL
WITH AWC-R™.

IT'S MORE
THAN TECHNOLOGY.
IT'S INSTINCT.

AWC-R. Stability
in terms of braking,
controlling
and correcting
the car's course,
without help
from the driver.



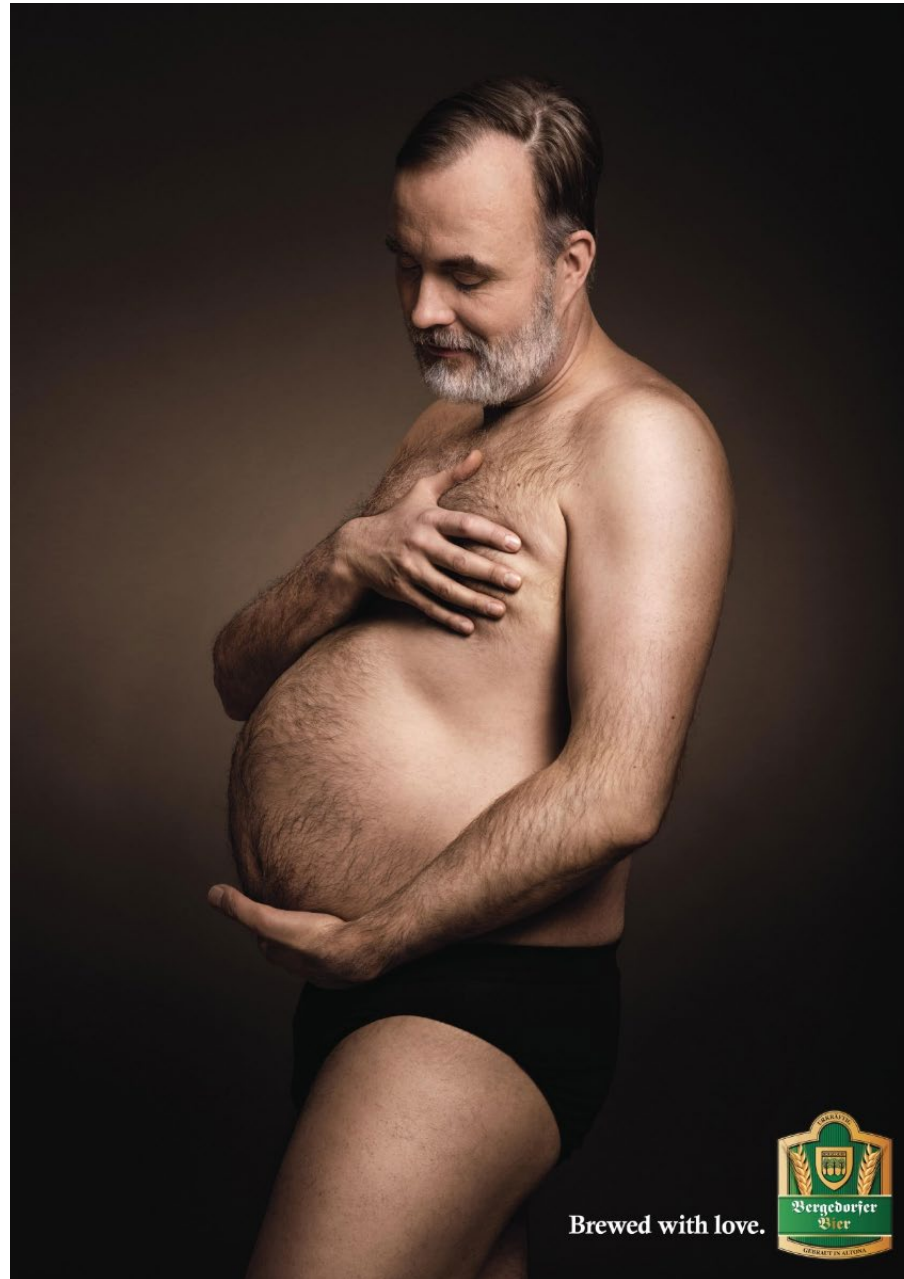
MITSUBISHI
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<https://www.youtube.com/watch?v=ylqh8CeQMJo>



*See the Leaning Tower
of Pizza*



Visit the Italian places now...



Hear No Evil
Sony Noise Canceling Headphones reduce unwanted sounds.

SONY.



In Switzerland, more people are injured each year in tripping accidents than in car accidents. For prevention tips, visit www.stolpern.ch







Don't kill yourself and us too.

Issued in public interest by





When you smoke, your baby smokes.

Smoking while pregnant causes birth defects, brain damage, and regret. Call 1-800-QUIT-NOW or visit vtquitnetwork.org

VERMONT DEPARTMENT OF HEALTH



*Children inhale more air than adults,
absorbing more toxins. Put out the fire.*



The Specialist
in Cancer Care



The advertisement features a white smartphone displaying the Chime mobile app interface against a solid green background. The app screen shows 'My Chime Accounts' with a Spending Account balance of \$1,028.30 and a Savings Account balance of \$2,270.26. Below this, 'Recent Chime Transactions' lists a Direct Deposit of +\$950.13, a Coffee purchase of -\$6.75, and an Electricity bill of -\$50.00. The 'Linked Bank Accounts' section shows three checking accounts with balances of \$1,234.50, \$7,312.89, and \$4,250.55. To the right of the phone is a white Chime Visa Debit Card. The text 'Start banking today at chime.com' is displayed in white on the green background. At the bottom, a disclaimer states: 'Banking Services provided by The Bancorp Bank, Member FDIC. Chime Visa® Debit Card issued by The Bancorp Bank pursuant to a license licensed from Visa U.S.A. Inc., Used everywhere Visa debit cards accepted. Visit chime.com'.

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<https://www.youtube.com/watch?v=Vla1R5sAkco>