

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

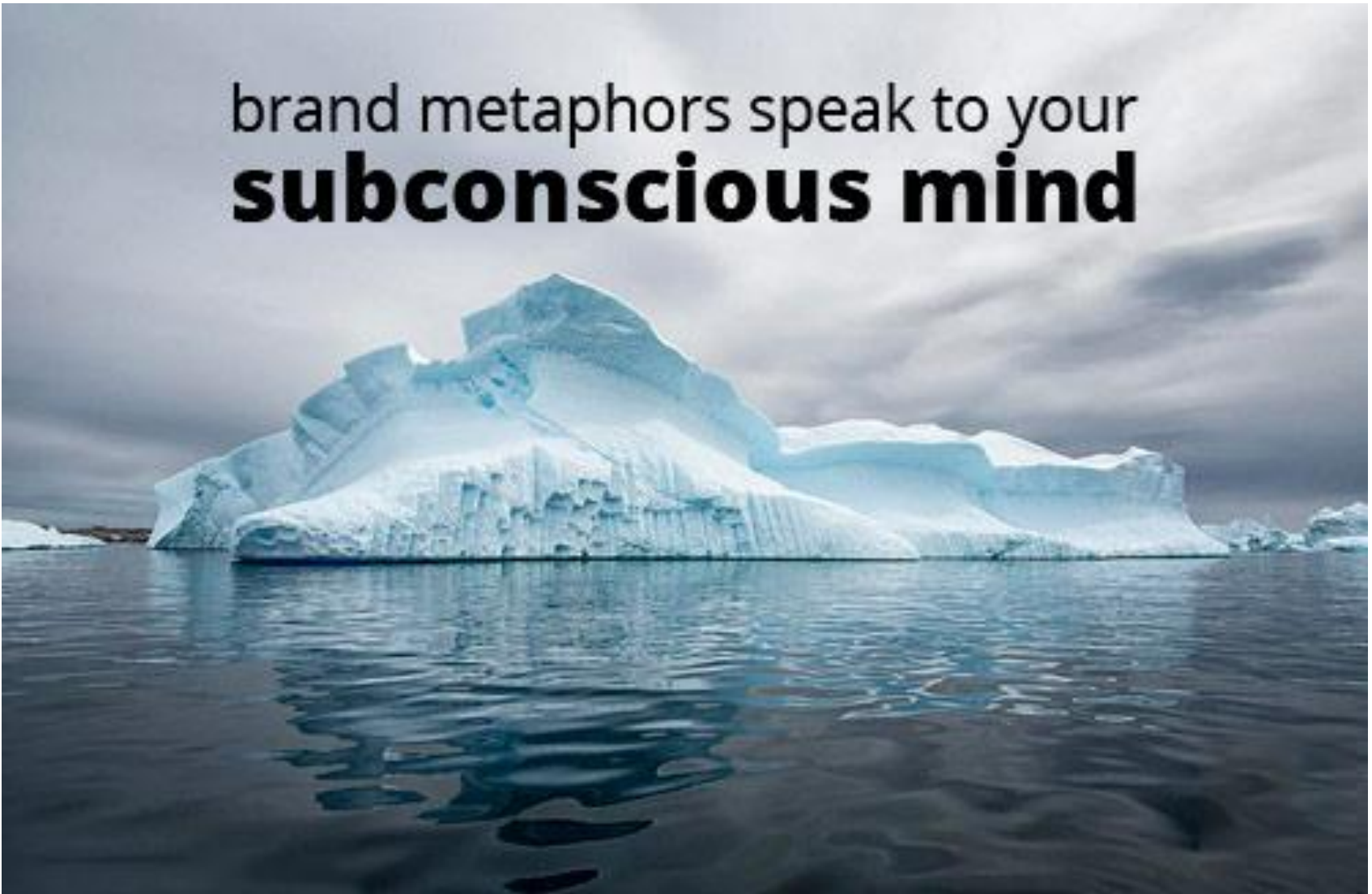
Life is a Journey

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**
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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



THE
NORTH
FACE

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 calm expression. The background features 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 has a few small red spots.

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

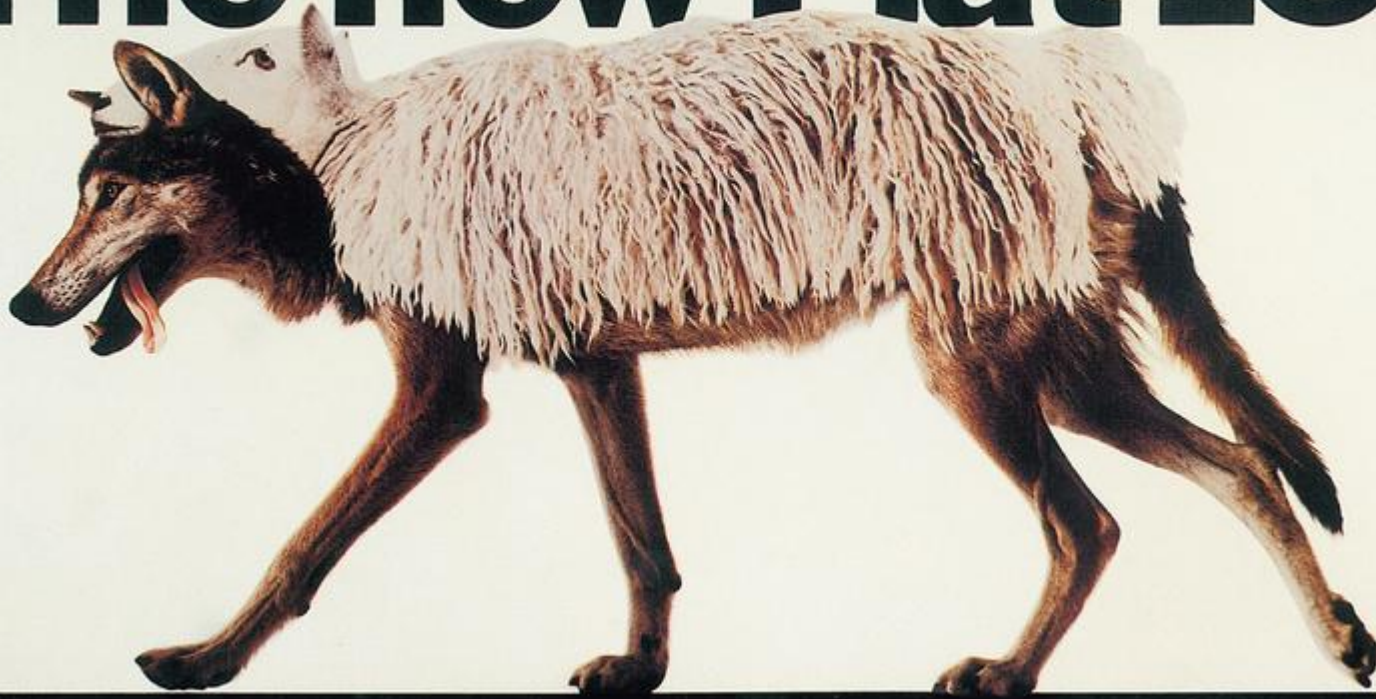






VERBAL ABUSE CAN BE JUST AS HORRIFIC. BUT YOU DON'T HAVE TO SUFFER IN SILENCE. CALL THE AWARE HELPLINE FOR ADVICE AND SUPPORT, MONDAY TO FRIDAY FROM 3PM TO 9.30PM ON 1800 774 5935.

The new Fiat 132.



FIAT





Before it's too late. wwf.org





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gripping performance. | **TOYO**





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THAN TECHNOLOGY.
IT'S INSTINCT.

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



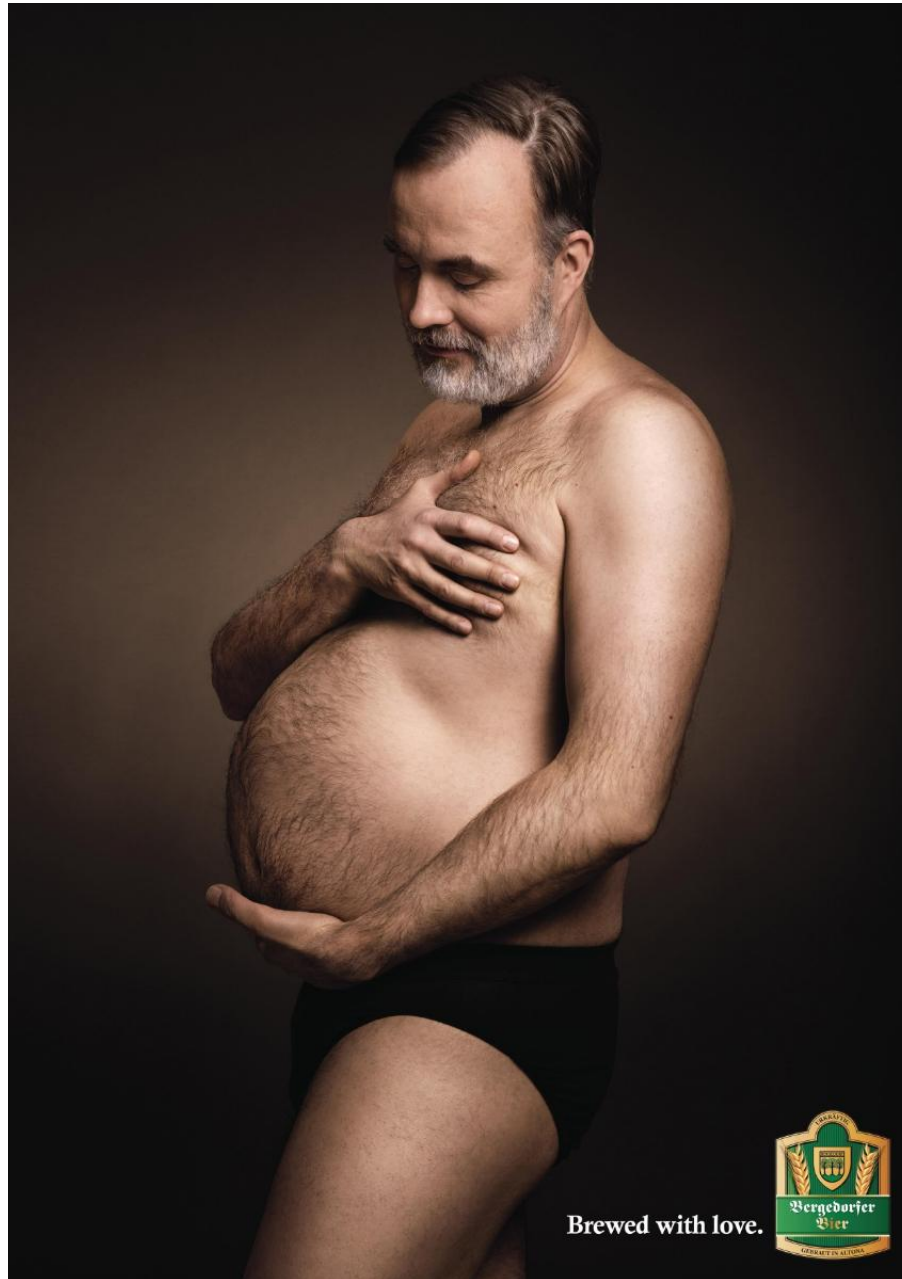
MITSUBISHI
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<https://www.youtube.com/watch?v=ylqh8CeQMJo>



*See the Leaning Tower
of Pizza*



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Sony Noise Cancelling Headphones reduce unwanted sounds.

SONY.

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let's end mental health discrimination

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Run by



time to change
let's end mental health discrimination

<https://www.youtube.com/watch?v=nOkH2jGK4p0>



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.*

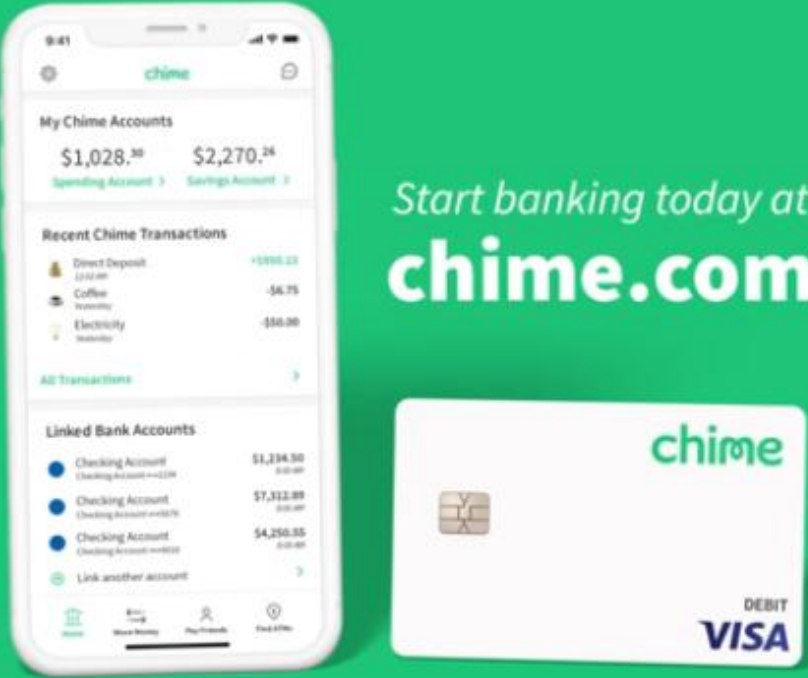


The Specialist
in Cancer Care



Mercedes-Benz

<https://mathematic.tv/work/methaphor/>



The image displays the Chime mobile application interface on a smartphone and a Chime Visa Debit Card. The app screen shows the 'My Chime Accounts' section with a Spending Account balance of \$1,028.30 and a Savings Account balance of \$2,270.24. Below this, the 'Recent Chime Transactions' list includes a Direct Deposit of +\$950.22, a Coffee purchase of -\$6.75, and an Electricity bill of -\$50.00. The 'Linked Bank Accounts' section lists three checking accounts with balances of \$1,234.50, \$7,322.89, and \$4,250.55. The Chime Visa Debit Card is shown next to the phone, featuring the Chime logo and the Visa Debit logo.

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chime.com

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