Topical Advertising

Introduction

2021

What is Topical Advertising?

- **Topical advertising** (or **newsjacking**) is a marketing technique used by advertising agencies to react to a news event.

- It is taking advantage of a news story or something current.
- Then creating an **advertisement** based around it.

Why use Topical Advertising?

- **Topical advertisements** can gain extra coverage for a business that they wouldn't have received ordinarily.

- As it's something people are interested in and talking about.

How to use Topical Advertising?

- **Topical advertising** often uses humour – or attempts at humour – as a hook.

- So while trying to be current and relevant, it can also be quite clever and generate extra publicity…

Political Events

Nov 2016


THERE'S NO NEED TOUPEE MORE
US ELECTION SPECIAL
FLY FROM
€9.99
RYANAIR
LOW FARES. MADE SIMPLE.


EVEN SHE WOULDN'T
DELETE
OUR EMAIL OFFERS!
FLY FROM €9.99
US ELECTION WEEK
SPECIAL
RYANAIR
LOW FARES. MADE SIMPLE.


THE ONLY THING LOWER THAN OUR FARES?
HILLARY'S CHANCES IN ALABAMA!
FLY FROM €9.99
RYANAIR
LOW FARES. MADE SIMPLE.

Linking adverts to news stories can also allow the brand to show off their sense of humour.

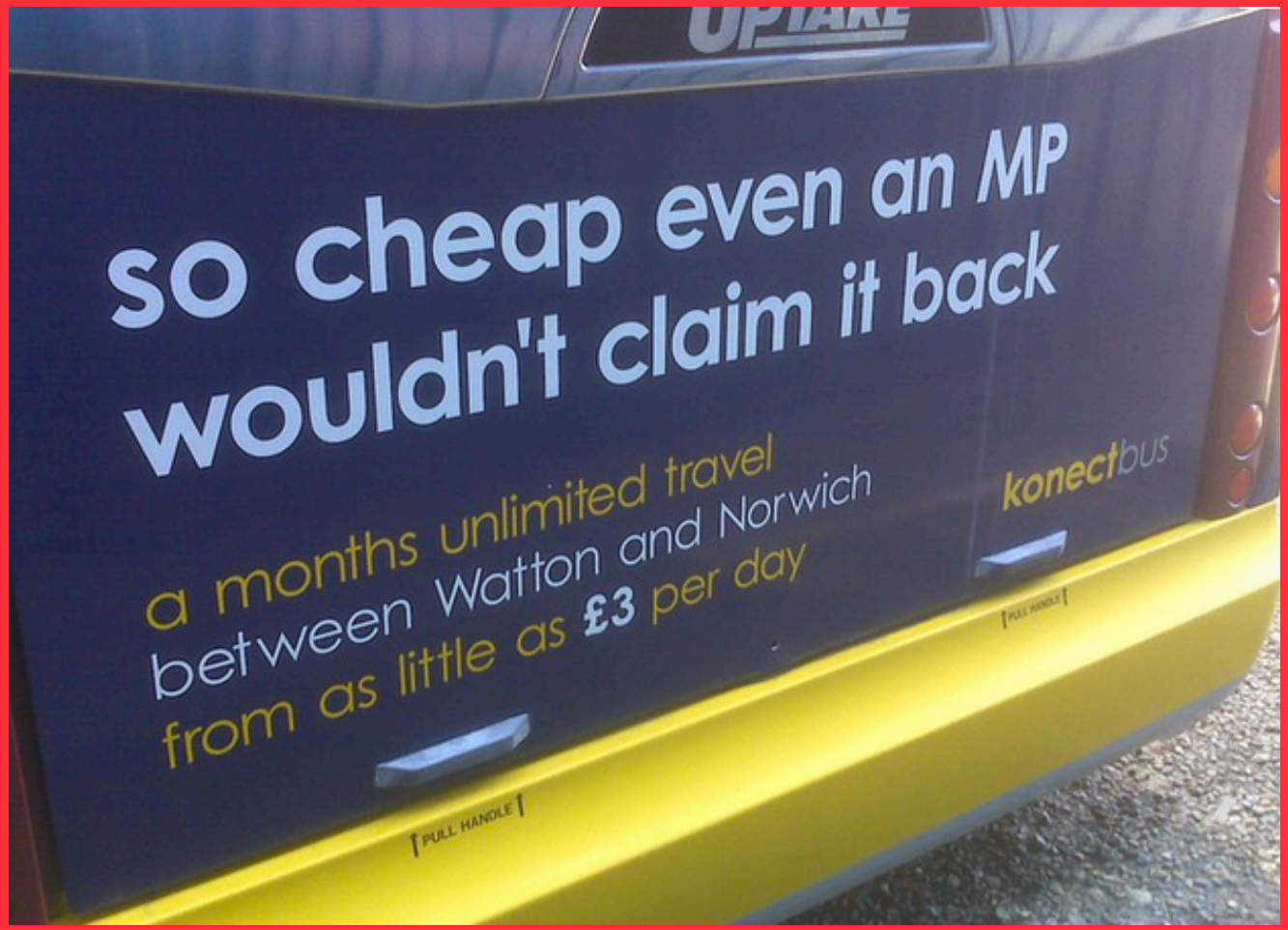
April 2010 election



2010 April fool's hoax

Scandals

MP expenses scandal 2009



Horse meat scandal 2013…



Current events

When Felix Baumgartner's trip to space was postponed due to poor weather. 2015

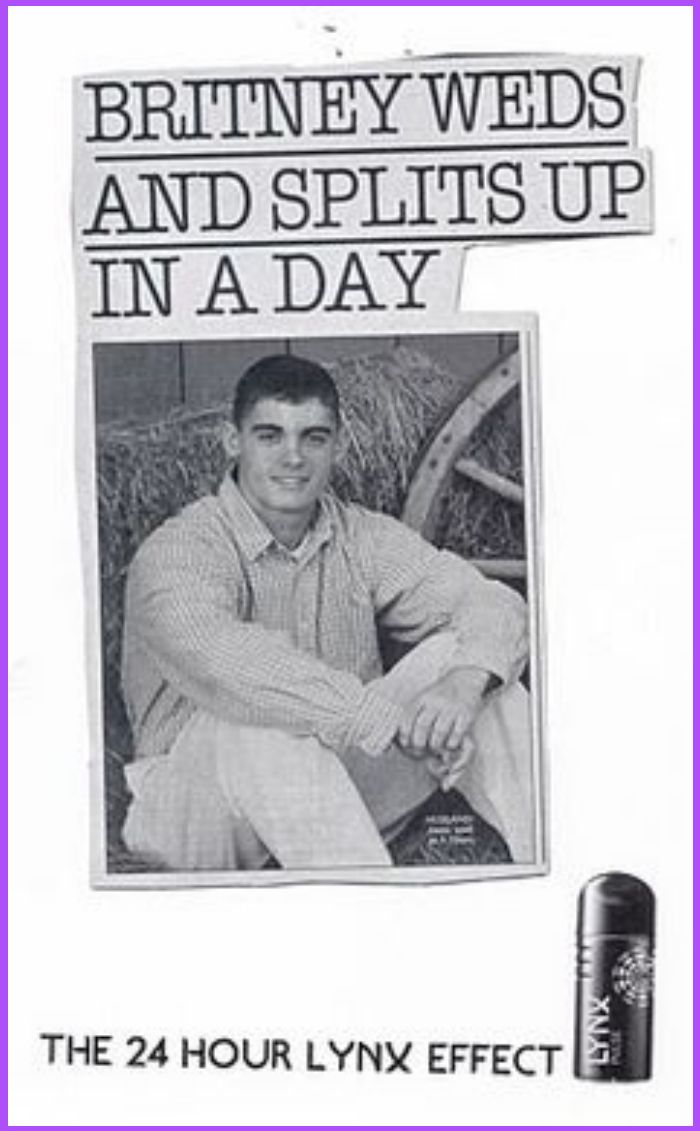


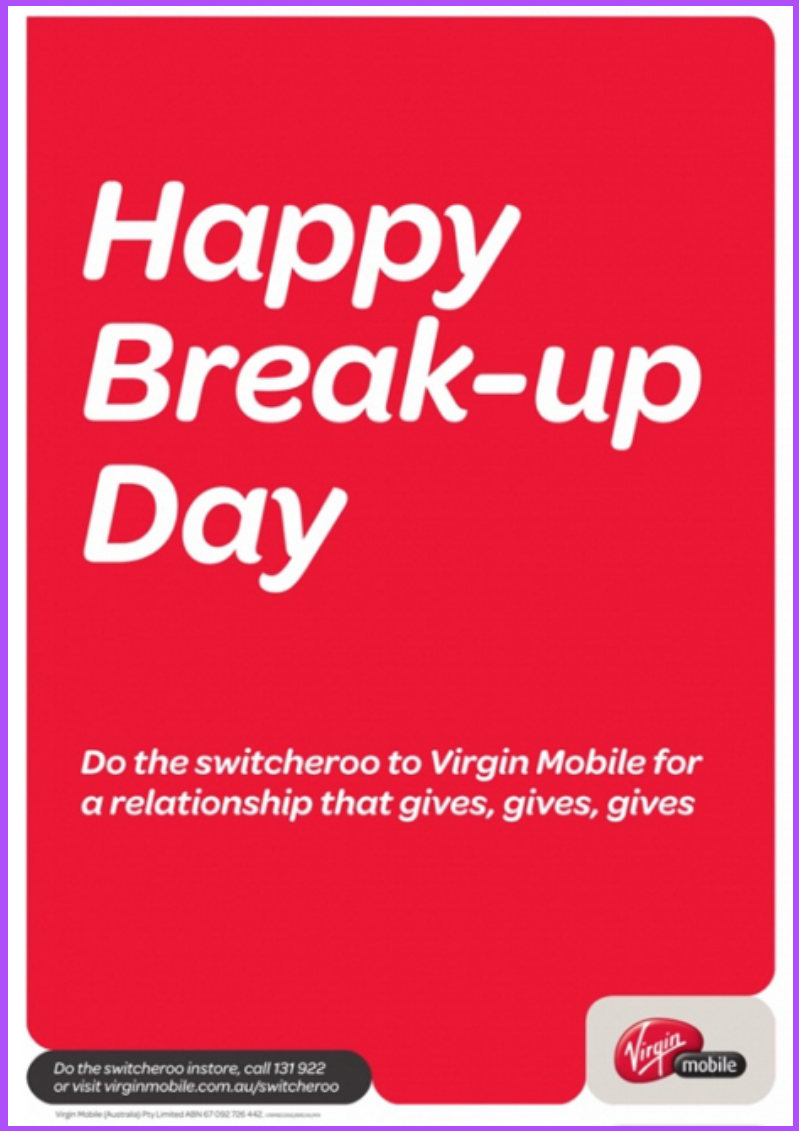


- https://www.onlymarketingjobs.com/article/kitkat-takes-a-break-from-gravity-/

Celebrities

Celebrities are a great source of material....





Royals are also targets....





Royal Wedding 2018



Illustrious faces emerge from the multitude: the Royal family are first to cheer the happy couple

ROYAL WAVE

By Robert Mendick CHIEF REPORTER

NORMALLY they sit in carriages while the public wave at them. Yesterday the Queen, the Duke of Edinburgh and the rest of the monarchy discovered what it's like to be part of the crowd.

In a touching moment, the Royal family, led by the 92-year-old Queen, stood and cheered as Prince Harry and his new bride were driven past in their open top Ascot Landau.

The Duke of Sussex saluted his extended family, his white gloved hand touching his forage cap; his bride of just a few minutes beside him.

The Duchess - the American actress formerly known as Meghan Markle - will get used to waving to the crowds. But this was an unusual one.

Next to the Queen, clutching her handbag and order of exercise, stood Prince Philip. At 96, the Duke of Edinburgh stood unaided, despite having had a hip replacement operation as recently as last month. He had walked into and out of the chapel unaided too.

It was a remarkable demonstration of the physical strength and well-being of the Queen and her consort.

They looked every inch the beaming, proud grandparents, still firmly head of a family that on the big occasions pulls together with admirable spirit and bonhomie. There is nothing the monarchy enjoys more than a big occasion. And yesterday's wedding - which attracted a celebrity set that would not look out of place at the Oscars - was as big as any.

The photograph was taken in the minutes after the marriage ceremony in St George's Chapel had come to an end. The Duke and Duchess of Sussex had clambered into the open carriage for a tour of Windsor, trundling past the Royal family on the way into town and a crowd of more than 100,000 well-wishers.

In contrast to Prince Harry's extended family, Meghan Markle's only relative at the wedding was her mother Doria Ragland, who was out of shot when this picture was taken.

On the left in the front row is Lady Louise Windsor, the older child of the Earl and Countess of Wessex, wearing a black and white dress and white cardigan. Lady Louise, aged 14, was a bridesmaid at the Duke and Duchess of Cambridge's wedding in 2011.

She is a regular at Windsor Castle, often spotted carriage driving - a chip off her grandfather's block.

The Countess of Wessex, who married at Windsor, stands next to the Queen, with her son Viscount Severn between the two and his father the Earl of Wessex behind.

The Princess Royal and her second husband, Timothy Laurence, make up the front row, enthusiastically waving to the newly-weds. In the background is the rarely seen Duchess of Kent, whose husband the Duke of Kent is the Queen's first cousin. The Duchess dropped Her Royal Highness from her name in 2015 and prefers to be known as Katharine Kent, taking up a job as a piano teacher. Her husband is by her side. To their right stand Prince and Princess Michael of Kent, also giving a hearty wave.

Yesterday marked a show of family unity, with the Duchess of York admitted back into the fold. The ex-wife of the Duke of York,

"There is nothing the monarchy enjoys more than a big occasion. And this was as big as any

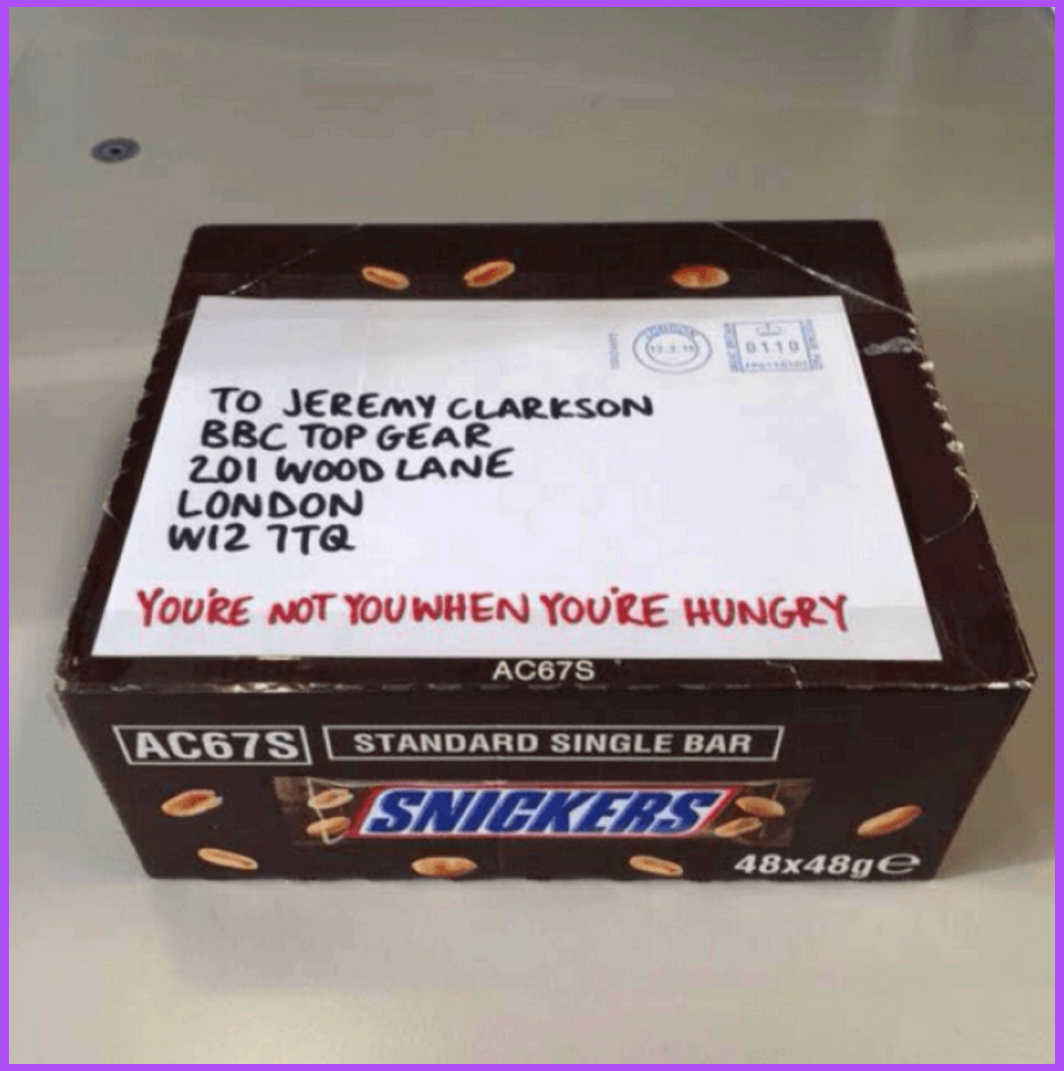
ROYAL HOMAGE Prince Harry salutes the Queen, the Duke of Edinburgh



Royal Wedding April 2011

T-Mobile

Top Gear meme



Sporting Events



Snickers
Liked · June 27

Sweet saves. #USAvGER #WorldCup — with Yvonne Roga.

Like · Comment · Share

2,117 people like this. Top Comments

35 shares

Jon Cobani We'll see about that Snickers.
Like · Reply · 5 · June 27 at 12:47am

Stefano Grosso Andrea Termini malati
See Translation
Like · Reply · 1 · June 27 at 5:27am

John Dugan 1-1 USA Yeah.
Like · Reply · 1 · June 27 at 1:26am

Kayla Eiseman Yum
Like · Reply · 1 · June 27 at 1:05am

Paolita Urquilla Having stop snickers
Like · Reply · 1 · June 27 at 1:05am

Fabian Chacon having fun yet cause I am
Like · Reply · 1 · June 27 at 12:57am

Write a comment...


MORE SATISFYING
THAN ITALIAN.
SNICKERS
#LUISSUAREZ


Snickers
Liked · June 25
Next time you're hungry just grab a Snickers. #WorldCup — with Faiza Sbiti, Gaute Tamu, Gurkhe Krishna, Katia Hart, Yvonne Roga, Jacqueline van Kampen-Paap, Db Vernon, Mohakal Johan and Tilak Bhandari.
Like · Comment · Share
4,225 people like this.
Top Comments
1,466 shares
Mayank Satkar
SUAREZ WAS HERE
Like · Reply · 47 · June 25 at 4:46pm
Akash Solanki Gud one !
Like · June 25 at 4:51pm
Write a comment...

Twitter

- If a business already using social media, the chances are they're already doing some **newsjacking**
- If there's a news story which they can relate their business to, they might talk about it or create an image linked to the story
- Twitter makes this easy by showing you Trends #.
- If you notice a trend which you can talk about, you'll create a tweet straight away
- Then use the hashtag to increase the chances of it being seen

Specsavers are no stranger to topical advertising.

They took advantage of a mistake which saw the South Korean flag being shown instead of the North Korean flag before a women's football match.



BA – World Cup quarter final




Sure
IT WON'T LET YOU DOWN
SOME CANS LEAVE WHITE MARKS
SURE DOESN'T
Sure
men

2010 Vuvuzela



Football World Cup 2018



Football World Cup

England's 100% Yorkshire Football Team

Southgate: *lives in Yorkshire*
Delph, Maguire, Rose, Stones, Vardy, Walker: *from Yorkshire*
Butland, Cahill, Pickford, Pope, Trippier: *played in Yorkshire*
Alexander-Arnold: *likes Yorkshire puddings*
Dier: *has driven through Yorkshire on the M1*
Ali: *once said the word "Yorkshire"*
Jones: *owns a flat cap*
Kane: *holidays in Bridlington*
Lingard: *is the great-great-grandson of Charlotte Brontë*
Loftus-Cheek: *breeds whippets*
Henderson: *named after Henderson's Relish*
Rashford: *liked Ed Sheeran before he was big*
Sterling: *has a tattoo of Neville Longbottom*
Young: *owns all of Last of the Summer Wine on Blu-ray*
Welbeck: *has a season pass to the National Railway Museum*

TAYLORS of Harrogate YORKSHIRE TEA

Croatia v England, 7pm
ITV & telegraph.co.uk

The Daily Telegraph World Cup

England United

'Our country has been through some difficult moments recently. It is our privilege to bring people together'
Gareth Southgate hails the 'energy and support' from home as his side aim for the World Cup final tonight



Special 20-page preview

Vive la France Mbappe inspires semi-final victory against Belgium P16

Your 12-page Sport section inside

LIONTRUST - BRINGING INCOME HOME
liontrust.co.uk
LIONTRUST
PRIDE IN OUR PROCESSES
Past performance is not a guide to future performance. This advertisement should not be construed as advice for investment. Do remember that the value of an investment and the income from it can fall as well as rise and you may not get back the amount originally invested. Issued by Liontrust Fund Partners LLP (2 Savoy Court, London WC2R 0EZ), authorised and regulated in the UK by the Financial Conduct Authority (FRN 518165) to undertake regulated investment business.

Football World Cup



Olympics 2012



Olympics 2012



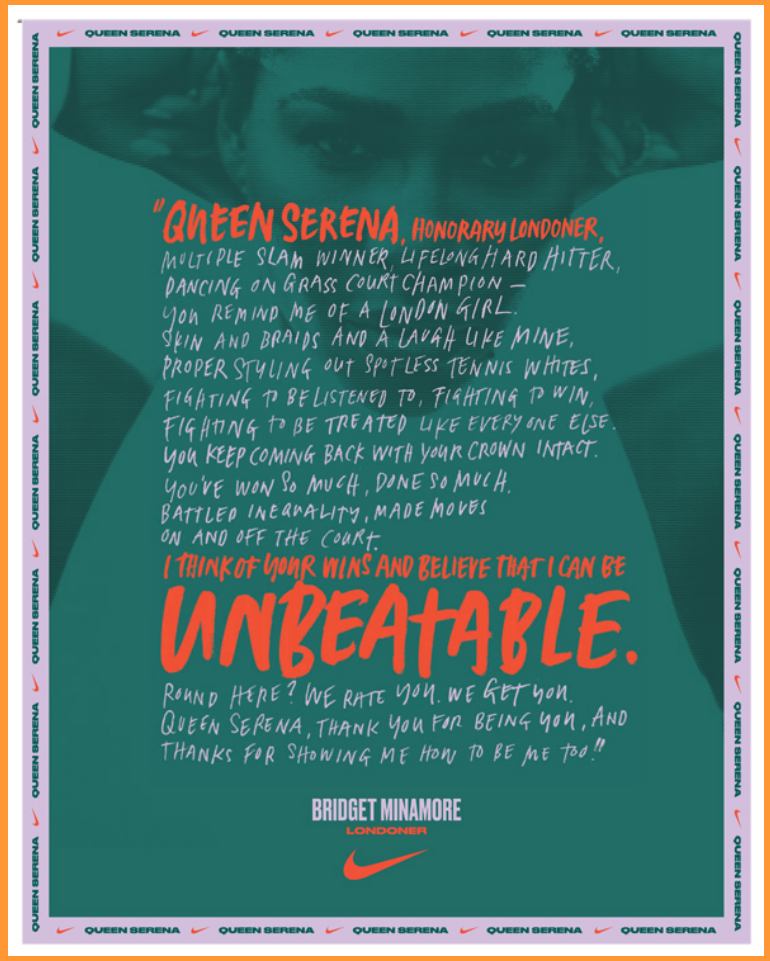
FAKE: The Drum's Fauxlympics contest 2012

- The competition inviting agencies to create spoof Olympics ads has been covered by French newspaper Lesoir and Scottish broadsheet The Herald among others. And now one cheeky entry has caught the eye of US trade title Adweek

- Durex has been inundated with congratulations on Twitter from people who love the ad and believe it is real

- Lawyers at Durex's parent company Reckitt Benckiser have even seen the funny side. Instead of asking us to take the ad down, they simply requested that we (The Drum) vouch for them if they receive an unwanted phone call from the London 2012 brand police!

Wimbledon 2018



The 'unbeatable'

Serena Williams

Natural Events

Dust storm chokes Sydney

Posted Tue 22 Sep 2009 at 9:00pm, updated Wed 23 Sep 2009 at 12:43am



A surfer heads for the water at Bondi Beach. *(Tracey Nearmy: AAP)*


A little dirt
isn't the end of
the world.
Stain Recognition TECHNOLOGY
FRONT LOADER
Omo
small & mighty
2X
CONCENTRATE
1kg

Even the often predicted end of the world.





The 2018 heatwave

Newsjacking exercise