

Topical Advertising

Introduction

2022

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?

- can gain extra coverage for a business that they wouldn't have received ordinarily.
- it's something people are already interested in and talking about.

How to use Topical Advertising?

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

Political Events

Ryanair, Nov 2016

**THERE'S NO NEED
TOUPEE MORE**



FLY FROM

€9.99

 **RYANAIR**
LOW FARES. MADE SIMPLE.



**EVEN SHE WOULDN'T
DELETE
OUR EMAIL OFFERS!**

FLY FROM

€9.99



**THE ONLY THING
LOWER THAN
OUR FARES?**

**HILLARY'S CHANCES
IN ALABAMA!**

 **RYANAIR**
LOW FARES. MADE SIMPLE.



Linking adverts to news stories can allow brands to show off their sense of humour.

#BlackoutBowl 2013

**Oreo Cookie** ✓
@Oreo



Power out? No problem.
pic.twitter.com/dnQ7pOgC

 Reply  Retweet  Favorite  More



YOU CAN STILL DUNK IN THE DARK 

13,991
RETWEETS

4,621
FAVORITES



8:48 PM - 3 Feb 13 [Flag media](#)

Mars Rover lands, 2012



Pride



Scandals

MP expenses scandal 2009



Horse meat scandal 2013...

**BEEF.
WITH A LOT
OF HORSES
HIDDEN IN IT.**



**JOHN COOPER
WORKS**

Experience the muscular MINI John Cooper Works Roadster. With an unexpectedly generous helping of 211 horsepower.

SEARCH MINI JCW ROADSTER

Official Fuel Economy Figures for the MINI Roadster Range: Urban 27.2-53.3 mpg (10.4-5.3 l/100km). Extra Urban 51.4-70.6 mpg (5.5-4.0 l/100km). Combined 38.7-62.8 mpg (7.3-4.5 l/100km). CO₂ Emissions 169-118 g/km.

Current events

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



#BreakFromGravity



Celebrities

Celebrities are a great source of material....

BRITNEY WEDS
AND SPLITS UP
IN A DAY



THE 24 HOUR LYNX EFFECT

***Happy
Break-up
Day***

*Do the switcheroo to Virgin Mobile for
a relationship that gives, gives, gives*

Do the switcheroo instore, call 131 922
or visit virginmobile.com.au/switcheroo

Virgin Mobile (Australia) Pty Limited ABN 67 000 700 442. www.virginmobile.com.au



Royals are also targets....

[illegible]

managed to get on the social site
 Threats... killer Boyd
 shaken who got coming to them... out
 Victim... Conor Black
 around. He's laughing at Prison Service has launched a probe.
 e.foster@the-sun.co.uk

SORRY HARRY

IF IT HAD ANYTHING
TO DO WITH US.

THE LYNX EFFECT

THE foot
 here's a b
 The Su
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Royal Wedding, 2018

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

ROYAL WAVE

By Robert Bondick, CHIEF REPORTER

ROMANTICALLY they sit in carriage while the public waves at them. Together the Queen, the Duke of Edinburgh and the rest of the monarchy cheer what is their biggest day of the year.

In a touching moment, the royal family, led by the 82-year-old Queen, stood and cheered as Prince Harry and his new bride were driven past in their spinny top of a car.

The Duke of Sussex, who has an extended family, his wife played hand holding his finger ring, the bride of just a few minutes before.

The Duchess — the American actress formerly known as Meghan Markle — will get used to wearing the crown, but this was a special day.

Next to the Queen, standing for hand holding and order of service, stood Prince Philip, 92, the Duke of Edinburgh, 91, and the Duke of York, 58, who has a long history of service, as recently as last month. He had walked into and out of the crowd, and it was a remarkable demonstration of the physical strength and well-being of the Queen and her consort.

They looked over the heads of the cheering, proud grandchildren, still firm as a flock of geese that on the big occasion walk together with admirable spirit and backbone. There is nothing the monarchy enjoys more than a big occasion. And yesterday's wedding — which attracted a celebrity art that would not look out of place at the Oscars — was no exception.

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 climbed into the open carriage for a tour of Windsor, travelling past the local family on the way into town and a crowd of more than 10,000 well-wishers.

In contrast to Prince Harry's extended family, Meghan Markle, only 32, is a relative of the monarchy, as her mother, Doria Ragland, who was out of sight when this picture was taken.

On the left in the front row is Lady Louise Windsor, the oldest child of the Earl and Countess of Wessex, wearing a black and white dress and white tulle. Lady Louise, aged 18, was a bridesmaid at the Duke and Duchess of Cambridge's wedding in 2011. She is a regular at Windsor Castle, often spotted in a carriage driving — a clip off her grandfather's back.

The Countess of Wessex, who married in Windsor, closely went to the Queen, with her son Vincent Sevens between the two and his father the Earl of Wessex behind.

The Prince of Wales and his second husband, Timothy Laurence, make up the front row, with the Duke of Kent, who has a long history of service, as recently as last month. He had walked into and out of the crowd, and it was a remarkable demonstration of the physical strength and well-being of the Queen and her consort.

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

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

TO HAVE AND TO HOLD



Royal Wedding April 2011



[T-Mobile](#)

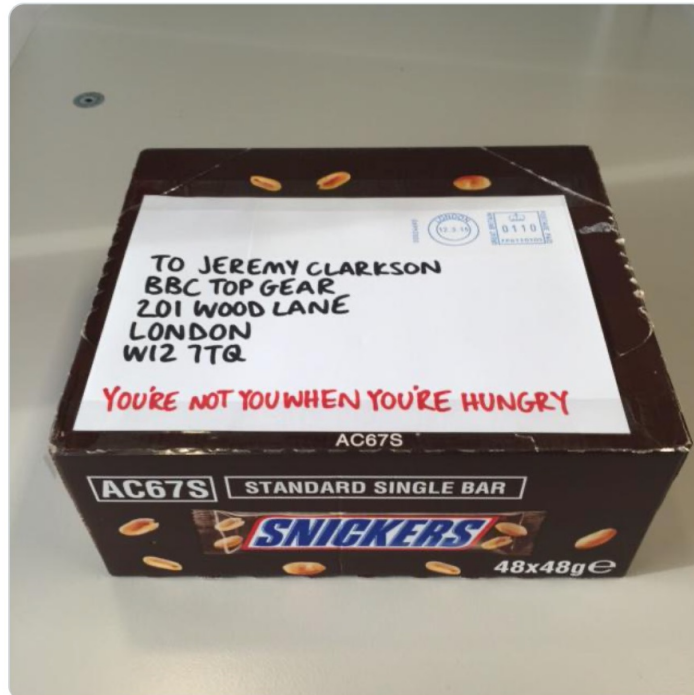
Top Gear, 2015



SNICKERS UK
@SNICKERSUK



.@JeremyClarkson you may want to have some of these on set next time you are #hungry...



5:45 PM · Mar 12, 2015



3.2K Reply Share this Tweet

[Read 241 replies](#)

Sporting Events

World Cup, 2014

**MORE SATISFYING
THAN ITALIAN.**



SNICKERS
BRAND

#LUISSUAREZ



Snickers

Liked · June 25

Next time you're hungry just grab a Snickers.

#WorldCup — with Faiza Sbiti, Gaute Tamu, Gurdhe 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



Like · Reply · 47 · June 25 at 4:46pm



Akash Solanki Gud one !

Like · June 25 at 4:51pm



Write a comment...



World Cup, 2014





**HOWARD STOPS
GOALS.
WE STOP HUNGRY.**

SNICKERS

#HOWARD



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...



Twitter

- If a business/brand is already using social media, the chances are they're already doing some **newsjacking...**
- If they can relate their brand to a news story, they might talk about it or create an image to link to the story...
- using Twitter trending hashtags 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.



에 갔으면 좋았을텐데요 Specsavers
(as they might say in North and South Korea)

Book an eye test at [specsavers.co.uk](https://www.specsavers.co.uk) or call 0800 0680 241



©2012 Specsavers, all rights reserved.

BA – World Cup quarter final





✓
Sure
IT WON'T LET YOU DOWN

SOME CANS LEAVE WHITE MARKS

SURE DOESN'T



2010 Vuvuzela



Have a break... Have a Kit Kat

[illegible]

Football World Cup

30

Wednesday 11 July 2018 The Daily Telegraph

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*



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 196

More 12-page sport section inside

LIONTRUST - BRINGING INCOME HOME



liontrust.co.uk
Your performance is not a guide to future performance. This advertisement should not be construed as advice for investment. 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 (22 Smeeth Court, London WC8R 0EG), authorised and regulated in the UK by the Financial Conduct Authority (FPA 118145) to undertake regulated investment business.

Football World Cup



Photo: Neil Raja

If England get beaten, so will she.

Domestic violence increases 26%
when England play. 38% if they lose.

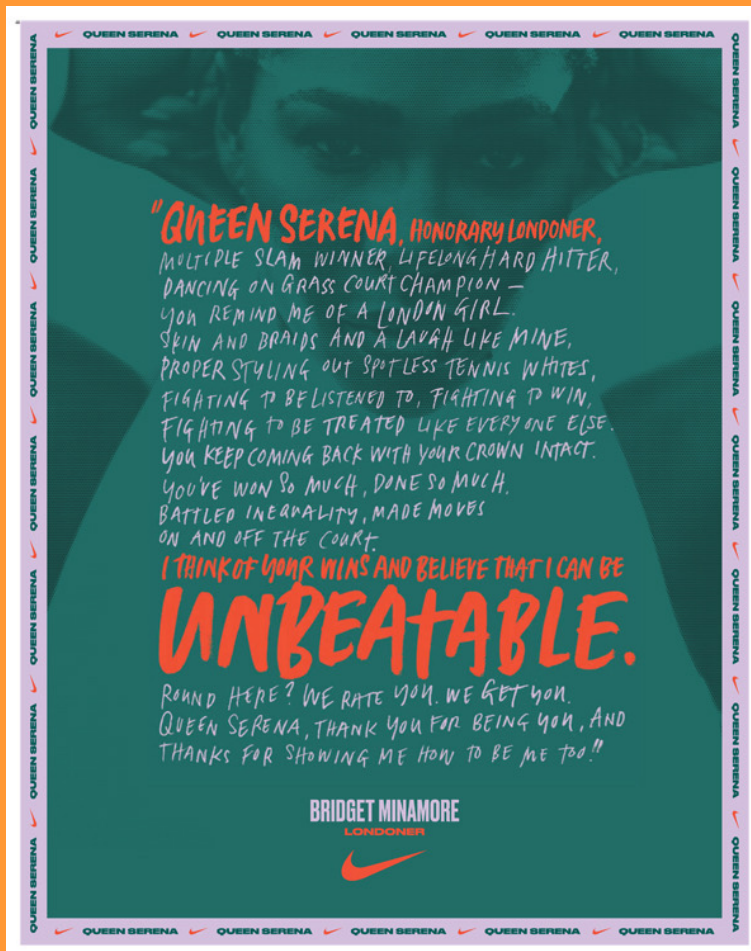
For help with a protective injunction text
'NCDV' to 60777 or call us on 0800 970 2070

Olympics 2012



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.



Even the often predicted end of the world.

**The end of the
world only comes
once.**

Make it special.



Celebrate December 21, 2012 with 

The end is coming.



Celebrate December 21, 2012 with 



The 2018 heatwave

Newsjacking exercise

What is the most important news story in the world today?

What is the most important news story in the world today?

What is the most important news story in the world today?

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What is the most important news story in the world today?