

## Decode the tactics used in promotional videos

Most of what people see in TV commercials is a lie.

We always remind ourselves that do not believe in the promises manufacturers are trying to convey through advertising to persuade us to buy their products. But content from images still affects our brains. When we see a burger made on a screen, we start to feel hungry. When we see a steaming cup of coffee, we almost feel the smell of coffee wafting here, or the beautiful hair in a shampoo ad always causes instant jealousy.

And here are the most common advertising tactics being used to fool even the most skeptical audience.

**The burgers look good but . cannot be eaten**



Real burgers and stuff created in studios.

They are different from what we usually buy in fast food restaurants. This is because all the burgers on the ad are perfectly organized. The secret is that the ingredients are displayed in a way that viewers can see. see all of them clearly. To do so, the bread is moved a little back, photographers can also add a little tomato sauce or melt some cheese.

And most importantly, these foods have not been cooked when taking photos. Because it makes the dish more attractive, more juicy, especially with meat.

### **Coffee foam is made of a filter for aquarium tank**



Some rumors say that bubbles in drinks are made using non-edible things like dishwashing liquid or detergent. We don't know if this approach is really popular or not, but it certainly doesn't work when actors have to take a sip of coffee.

In this situation, the coffee foam will be made from instant coffee, edible foaming agent and . fish tank filter. The photographer will then use a syringe to remove some bubbles or add some bubbles. This is a difficult and delicate task.

### **Tea is made more colorful with food coloring and brewed in wine**



Tea is usually placed in boiling water with food coloring, with saturated reddish-brown tones. The food stylist then dries the tea leaves with a hair dryer and puts them in wine. This helps tea leaves remove food color faster and create a spreading effect. To make the tea leaves move in a skillful way, experts use a special propeller placed at the bottom of the kettle. An interesting but false advertisement was created like that.

**The water in the pot usually doesn't really boil**



If boiling water is actually used in ads for soups, noodles, etc., the camera or camcorder will blur the lens pretty quickly. Sometimes the director may also want to refresh some scenes, but the water is boiling and it will take time to wait. Therefore, the boiling water effect in the pot is created with a special compressor, pumping air into the water through pipes connected to the bottom of the pot or pan.

**Steam from the plate of food is created with the help of a nebulizer**



As shown in the picture, the bottom of the disc has been removed and the rest of it is placed on a plastic box with a hole, underneath is a nebulizer. The specialist will then put the food on a plate. The supporter will raise or lower the fog with the help of the remote control so that it can vary depending on the scene being captured.

**There is no meat in the dumpling ads**



Minced meat can be seen through dough and it will give dumplings with unappealing dark spots. So instead of meat, food stylists often use an inedible substance, dyeing it with iodine or solid oil.

**Mist when opening the lid of beer made from deodorant**



Photographers will use a glycerin spray to add a little condensation, or use synthetic stones. To make an open bottle cap look cool, the bottle will need to be fixed on a tripod to make it immobile. If the end result doesn't look good, then that's okay. The lid can be returned to its original position with the help of something called a "bottle capping tool".

In beer advertising, another problem is foam display. Considering the current trend of not using fake goods, food stylists will try not to add chemicals to beer. Instead, they use only a pinch of salt and a cocktail mixer to create foam.

### **Special robots for video advertising**

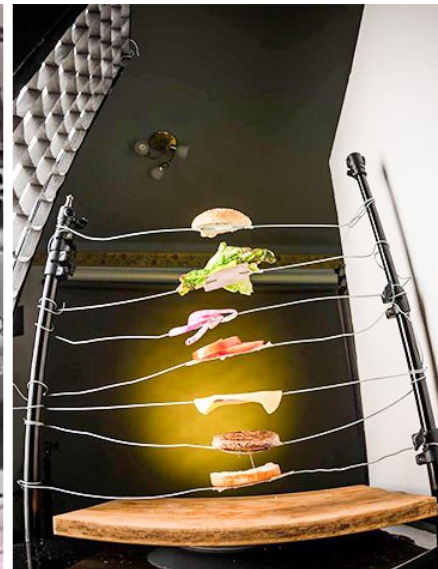


**IN THE STUDIO**



**ON TV**

Robots can be used to pour drinks without complaining about hand fatigue.



Or arrange your sandwich in layers and desserts perfectly.



Robots can also spray mustard, ketchup, milk and other liquids.

### **Assistant in shampoo ad**



Blue-clothed assistants will use special sticks to lift the model's hair to create the effect of fluttering hair as the model walks.

### **Long hair is usually fake**



Images of long and beautiful hair are more likely to be fake. Directors often let the model lie on his back with silky and shiny hair on the floor. But this hair usually doesn't belong to her. And we will never get this result with our hair, as manufacturers promise in advertising, because no product can do that. Proper lighting and mirrors also help create the illusion of a shine on the hair.

And to increase hair volume, stylists use special sponge balls attached under the hair.

**Animals are usually not used in advertising**



**REHEARSAL**



**PRODUCTION**

It is difficult to use animals in advertising, even though there are special organizations that rent pets to film. Usually, the shoots will be empty and their positions will often be replaced by stuffed animals or mannequins. Voices will be dubbed later.

**To make a cat run in the right direction a lot of "cat tricks" is needed.**



Forcing a cat to listen to you is an almost impossible task. Therefore, manufacturers often have to use tricky tricks to deceive animals, in videos that cannot use stuffed animals. For example, to make a cat run in the right direction, place the food bowl on the opposite side. The cat sees that place is safe and will run there.

**Fake cars used in most car and exterior adverts and the interior of the car will be handled via a computer.**



Called Blackbird, these are basically basic cars with cameras. Through the help of a special computer program, it can change the length, increase and decrease the space and diameter of the wheel when on the screen.

**The women in the bath are always dry**



Filming for ads may take up to several hours. And if an actress takes off her clothes and lies in a real bath, she will freeze. Wet skin does not look attractive on the screen either, and the camera is dimmed with steam. That's why there is no water in these tubs.

Most actresses only reveal their roles. The rest of her body is covered with a plastic film. The bathtub will be filled with something soft and the actress is covered with a white cloth. After that, the bath will be filled with foam from specialized machines and the rest of the job is for the cameraman.

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