

Advertising Techniques



What creates the need?

“Buy it for me now!”

Objectives

- To recognize different advertising techniques
- To understand the qualities of a good ad
- To create an original ad using the techniques and the four qualities of a good ad
- To think critically about how ads are created and how ads target teenagers

Propaganda

Techniques used to influence opinions, emotions, attitudes or behavior.

- It appeals to the emotions not the intellect.
- It is not negative or positive.
- The purpose is to persuade.

Four qualities that make up a good ad:

1. Attracts attention: attractive **COLORS**,
BOLD HEADINGS, and pictures



2. Arouses interest: good word choice
3. Creates desire: uses propaganda techniques to make you believe you want it or need it
4. Causes action: gets results. Sells the product to the targeted audience.

Recognizing Propaganda Techniques

- Bandwagon
- Testimonial
- Snob Appeal
- Plain Folks
- Patriotism
- Facts and Figures
- Expert
- Logical Appeal



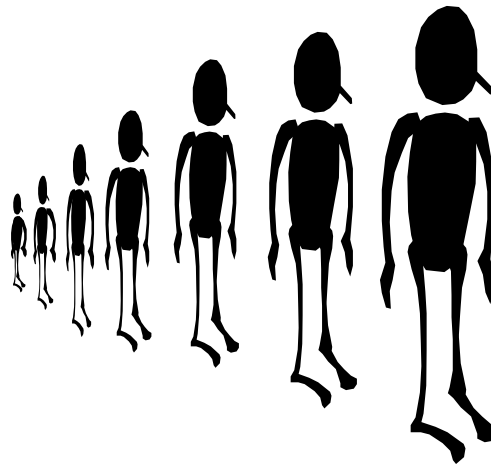
More Propaganda...

- Glittering Generalization
- Transfer/Emotional
- Name-Calling
- Repetition
- Humor



Bandwagon

- Persuasive technique that invites you to join the crowd.
- Everybody's doing it!
- Often uses weasel words



For Example:

- A friend convinces another friend to go to a party by saying, “Everyone is going to be there! You’ll be laughed at if you don’t go, too!”



Example:

- Be where the action is.

Shop at
Hang-out Mall.



Testimonial

- Statement endorsing an idea/product by a prominent person.
- Product can be inside or outside particular field.
- Musical artists,
- Sports giants,
- Actors/actresses

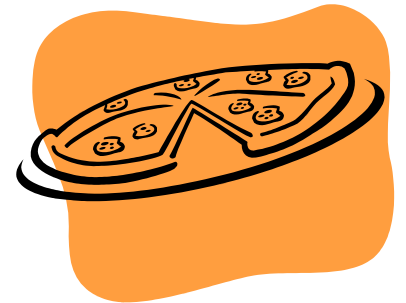


Testimonial

- In this technique, famous people promote an item and draw attention.
- For example:

Jessica Simpson on Pizza Hut commercials.

Michael Jordan and Nike
tennis shoes.



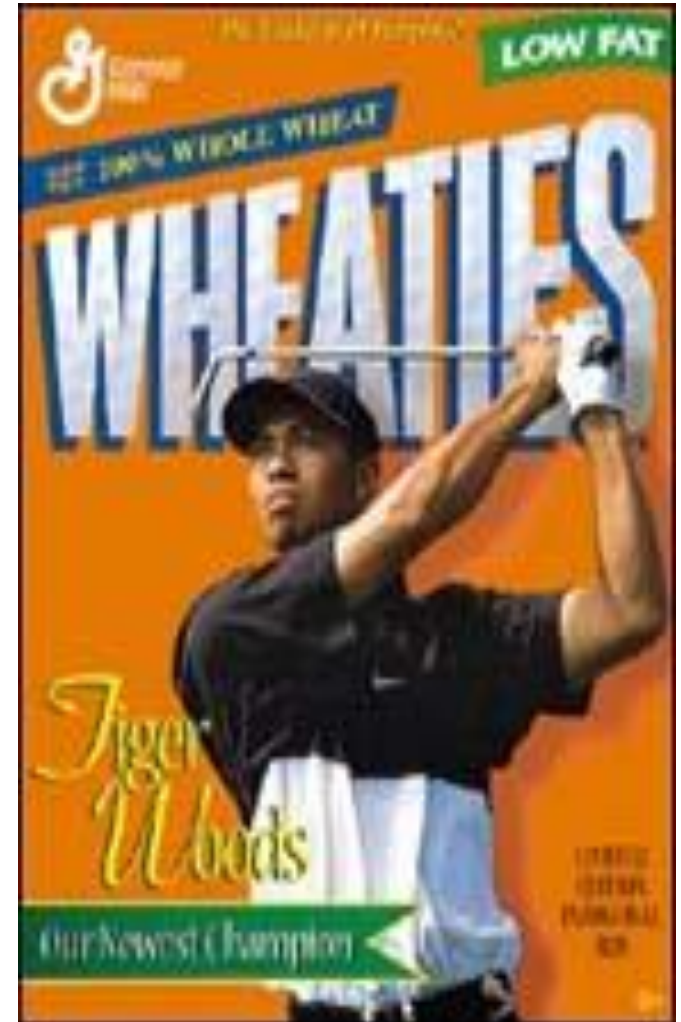
Testimonial

- **Celebrity endorsements** - when a product is sold by using words from famous people or an authority figure.
- If the celebrity/athlete/star uses the product, then it must be good, so I will purchase it too.
- Examples: Proactiv, Nike, Gap, Got Milk ads, T-Mobile

Testimonial – confessions for Proactiv Solution



Tiger Woods
appears on the
box without
saying
anything



Gap Red t-shirt ads with celebrities

- .

Penelope Cruz



Steven Spielberg



Chris Rock



Mary J. Blige

Notes

Bandwagon:

- Join the crowd. Everyone is using this product.
- Do you want to be on the winning side?
- Everyone else is doing it; you will be left out if you don't.

Snob Appeal

- Aims to flatter
- Makes assumption/ insinuation that this product/idea is better than others...
- Thus, those that use it are too.
- “Avant Garde” ahead of the times.



The Ultimate
driving machine

Notes

Snob Appeal:

- This product is ____better____
than others, and those that use it
are, too.
- Ex: You get what you pay for.

Plain Folks

- Opposite of Snob Appeal
- Identifies product/idea with a locality or country
- Practical product for ordinary people.



Like a good neighbor...

Notes

- Plain Folks:
- Making an appeal to the
_common_____person. I am just like
you. Your views are similar to mine, and I
am working for you. Imperfect
pronunciation, dialect, stuttering, and a
more limited vocabulary.
- Ex: “Thank you for your support.” State
Farm “Good neighbors.”

Patriotism

- Purchase will display love of country.
- Person will financially help the country.



...built American tough

Notes

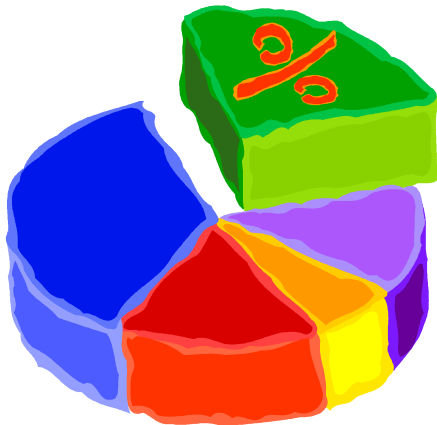
Patriotism:

- The purchase of this product will help your ____country____ or show that you are ____proud____ of your country.
- Ex: _____

Facts and Figures

Statistics

- In this persuasive technique, numbers, tables, and graphs are used to show statistics of both sides.



Facts and Figures

- **Facts and Figures** – statistics to prove superiority.
- **Magic Ingredients** – suggests some miraculous discovery makes product exceptionally effective.
- **Hidden Fears** – suggests that user is safe from some danger.



Facts and Figures Example

- An advertisement might read, “This product kills 99% of your germs.”
- Surveys may be conducted and the results graphed to show people’s opinions.



Notes

Facts and Figures:

- Use of statistics or numbers to show that this product is better.
- Ex: This product kills 98 % of all germs.

Expert Opinions

- They use **experts** such as doctors, dentists, engineers, fitness trainers to say that they recommend this product.
- Example: 4 out of 5 doctors prescribe Bayer aspirin

Notes

Expert:

- Doctors or experts believe this product is best.

Logical Appeal

- Advertisers try to convince you to make the right decision, smart decision or best choice in purchasing their product
- Examples: It makes sense to buy this
 - Choosy moms choose JIF
 - Save time and money with
 - Shop smart, buy here



the body you've always wanted. New Sunny is here. **Smarten up.**

One glance and you know the new Nissan Sunny is something extraordinary. More sporty and more elegant, it delivers a level of refinement far beyond other sedans. Isn't it time you upgraded your life with the new more seductive Sunny?

Available in 1.3l, 1.6l and 1.8l

— 2004 Sunny



www.nissan-ma.com

• deeper, longer boot • new alloy wheels • resculpted front • optional sunroof • more ergonomic interior • chrome exterior trim • standard airbag • optional ABS • enhanced entertainment system • 15" alloy wheels (optional)

SUNNY

SHIFT...the future



Logical
appeal
—
smarten
up

Example

- <http://www.mcdonalds.com/usa/eat/features/dollar.html>
- **The McDonald's Dollar Menu:
Eat cheap and smart at menu
items only \$1.00 each!**

Notes

- Logical Appeal:
- If you are smart, you will buy this product. It makes sense.
- Ex: _____

Glittering Generalization

Definition: Using simple phrases that sound good but have no real value or meaning.

- **Examples:**
- “I am the candidate for change.”
- The Acura automobile slogan, “Advance.”
- “It’s new!”
- A popular slogan on teacher stationery, “Making the Difference!”

More Glittering Generalities

- “A growing body of evidence suggests.”
- Up to 50 % off!
- Dove chocolate claims it is an “experience like no other.”
- Propel Water sells itself as the fitness water. Its current slogan is “Fit has a feeling.” Can you get even emptier and vaguer
- “Glittering” because it’s falsely attractive
- Often used by politicians



Notes

- Glittering Generalizations:
- Words that have different _____ meanings linked to highly valued concepts. When these words are used, they demand approval without thinking. For example, when a person is asked to do something in "defense of democracy" they are more likely to agree. honor, glory, love of country, freedom, etc. Ex: Buy this product: it's new!! (being 'new' has a positive connotation, making you want to buy; but new doesn't always mean better.)

Notes

- Glittering Generalizations:
- Words that have different ____positive____ meanings linked to highly valued concepts. When these words are used, they demand approval without thinking. For example, when a person is asked to do something in "defense of democracy" they are more likely to agree. honor, glory, love of country, freedom, etc. Ex: Buy this product: it's new!! (being 'new' has a positive connotation, making you want to buy; but new doesn't always mean better.)

Transfer or Emotional Appeal

Positive feelings/desires are connected to a product/user
Transfers positive feelings we have of something we know to something we don't.

- Love/ Popularity
- Fame
- Wealth
- Power
- Attractiveness

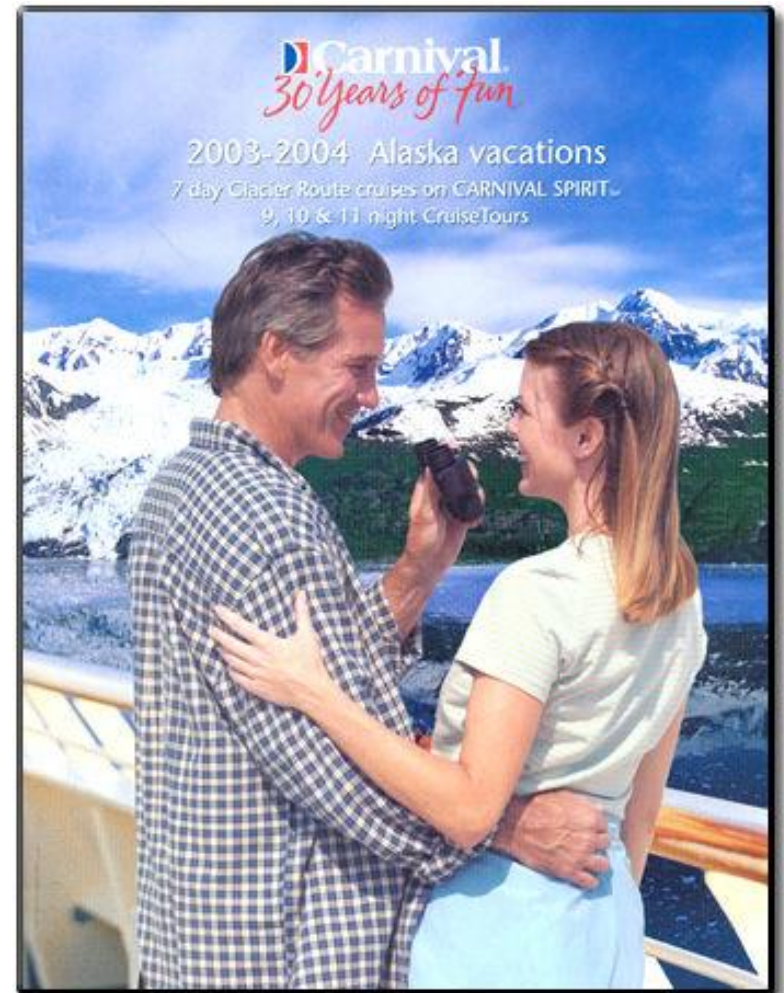


Transfer/ Emotional Appeal

- Words or pictures that appeal to the your emotions.
- They appeal to positive **emotions** like your desire for **success**.
- They can also appeal to negative emotions like **fear**.
- Example: Save the Children. Feed the Children.

Emotional words

- Luxury
- Beautiful
- Paradise
- Economical



Ad with emotional appeal

Emotional appeal
– make you look
younger

Expert
opinion



Take off
14 years
in
7 days.*

NEW Crest Whitestrips Premium
is clinically proven to remove up to
14 years of stain build-up in just
7 days – satisfaction guaranteed.**

©2004 P&G
QUAN33780

*Average 7 weeks improvement.
**In USA, for guarantee call 1-800-335-6423 within 60 days of purchase with UPC code and receipt.

Notes

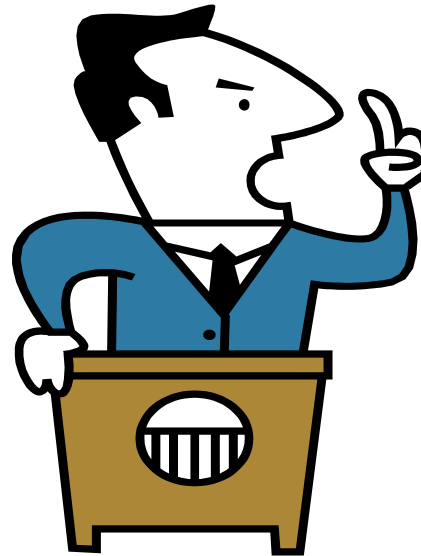
- Transfer/Emotional Appeal—also called Image Advertising:
- Certain _____, _____ and activities (the elite crowd with attractiveness, wealth, enjoyment, etc.) Slightly different from snob appeal because these people just appear happy, not “better than other people.”
- Ex: _____

Notes

- Transfer/Emotional Appeal—also called Image Advertising:
- Certain ____people_____, ____places____ and activities (the elite crowd with attractiveness, wealth, enjoyment, etc.) Slightly different from snob appeal because these people just appear happy, not “better than other people.”
- Ex: _____

Name - Calling

- A way of smearing an opponent
- Intent is to damage opponent
- It also arouses suspicion of opponent
- Intention is to create an uneasy feeling
- Used by politicians and product companies



Notes

- Name Calling or Mud Slinging:
- Derogatory language, sarcasm or _____ of an enemy.
- Ex: BK/McD's, Advil/Tylenol

Notes

- Name Calling or Mud Slinging:
- Derogatory language, sarcasm or
__ridicule____ of an enemy.
- Ex: BK/McD's, Advil/Tylenol

Repetition

- Words or phrases in an advertisement are repeated several times for effect. Repetition gets your attention and stresses a slogan or product
- Repeating something helps you remember the product or ad



Repetition

- What is repeated in this ad?

Example

- “Head on, apply directly to the forehead.
Head-on, apply directly to the forehead.
Head-on, apply directly to the forehead.
Head-on, apply directly to the forehead.”

Notes

- Repetition:
- Saying it _____ and _____. Ex:

Notes

- Repetition:
- Saying it _again_____ and ____again_____. Ex:

More Techniques (Advanced class)

Weasel:

- _____ words.
- EX: “Leaves dishes *virtually* spotless.” “Tests confirm that this mouthwash is *best* against mouth odor.” “Bacos tastes just *like* its name.”

Water is Wet:

- Saying something that is true of _____ brands in that category.
- EX: Great Lash increases the diameter of every lash.
- (so do all mascaras)

Scale:

- Making the product _____ or smaller.

More Techniques (Advanced class)

Weasel:

- _____Empty_____ words.
- EX: “Leaves dishes *virtually* spotless.” “Tests confirm that this mouthwash is *best* against mouth odor.” “Bacos tastes just *like* its name.”

Water is Wet:

- Saying something that is true of _____all_____ brands in that category.
- EX: Great Lash increases the diameter of every lash.
- (so do all mascaras)

Scale:

- Making the product _____bigger_____ or smaller.

More Techniques (Advanced class)

“So What?”:

- Claims to have an advantage over another product, however, that advantage _____.
- EX: Campbell's gives you tasty pieces of chicken and not one but two chicken stocks. Does the presence of two stocks improve the taste?

Hasty Generalization:

- Making a _____ statement based on only a _____ examples.
- Ex: Wow! Did you see that teenager run that red light? Teenage drivers are really bad drivers.

More Techniques (Advanced class)

“So What?”:

- Claims to have an advantage over another product, however, that advantage _____ doesn't really matter_____.
- EX: Campbell's gives you tasty pieces of chicken and not one but two chicken stocks." Does the presence of two stocks improve the taste?

Hasty Generalization:

- Making a _____ general_____ statement based on only a _____ few_____ examples.
- Ex: Wow! Did you see that teenager run that red light? Teenage drivers are really bad drivers."

Last one! (Advanced class)

Card Stacking:

- Only presents information that is positive to a product and omits negative information.
- Ex: _____



Last one! (Advanced class)

Card Stacking:

- Only presents information that is positive to a product and omits negative information.
- Ex: _____



Slogan

- A catchword or phrase loaded with emotion
- Often sells through repetition
- Clever and easy to remember
- Stays with you a long time
- Often a melody you already know



*“Trust Sleepy’s
For the ‘rest’
Of your life”*

1

Whose slogan is:
**“Maybe she’s born
with it, maybe it’s...”**



2

Whose slogan is:

“I’m Loving It”



3

**Whose slogan is: “We
bring good things to
life.”**



4

Whose slogan is:
“Just What I Needed.”



5

Whose slogan is:
**“Working hard to be
the only bank you’ll
ever need.”**



6

Whose slogan is:

“Have it Your Way.”



7

Whose slogan is:
**“Buy it. Sell it.
Love it.”**

ebay

8

Whose slogan is:

**“Live in your world,
play in ours.”**



9

Whose slogan is:
**“Do you have the
bunny inside?”**

Energizer®

The logo features the word "Energizer" in a bold, italicized, black sans-serif font. Below the text is a thick, curved swoosh that transitions from red on the left to yellow on the right. A small registered trademark symbol (®) is located at the end of the word.

10

Whose slogan is:

**“Challenge
Everything.”**



BONUS

B

Whose slogan is
“Good to the last
drop.”



Assignment:

- Find at least 10 slogans.
- Figure out who is the targeted audience for each slogan.
- Is there a specific advertising technique being used? If so, which one is it?

1

Whose slogan is:
**“Thousands of
Possibilities. Get
Yours.”**



2

Whose slogan is:
“What You Crave!”



3

Whose slogan is:
**“Expect More.
Pay Less.”**



TARGET

4

Whose slogan is:
“Like a good neighbor,
_____ is there”



5

Whose slogan is:
**“Everyday
Convenience for
People on the Go.”**



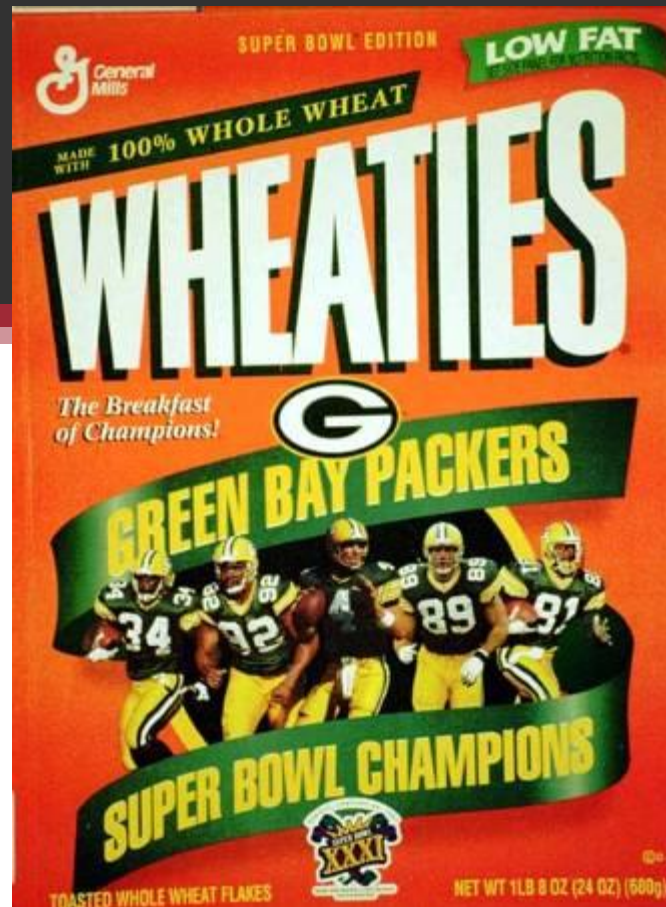
6

**Whose slogan is: “It’s
More Than Just Oil.
It’s Liquid
Engineering.”**



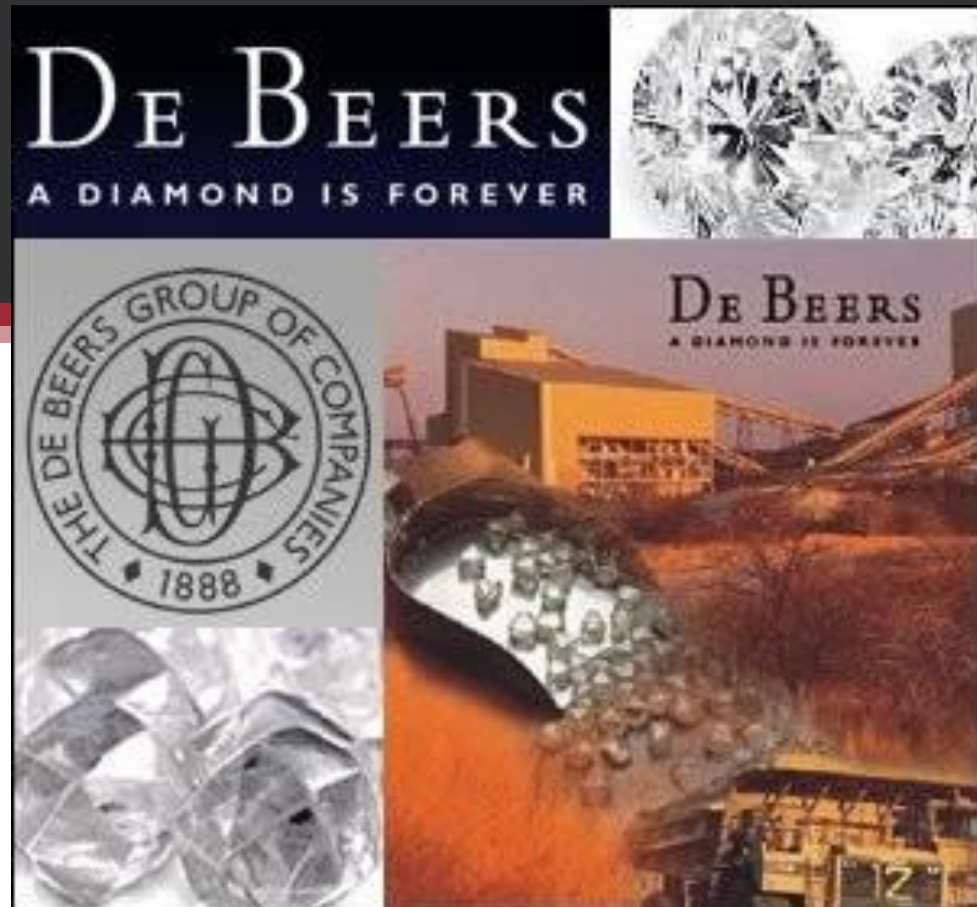
7

Whose slogan is:
“Breakfast of
Champions.”



8

Whose slogan is:
“A Diamond is Forever.”



9

Whose slogan is:
**“It Won’t Let You
Down.”**

Degree.



10

Whose slogan is:
“Think Outside the Bun.”



BONUS

B

**Whose slogan is
“You Can Do It.
We Can Help.”**



Share the Slogans you found

- Tell about the “four qualities” that make this ad effective.
- Who is the targeted audience?
- How effective do you think this ad is on its targeted audience?
- Is there an advertising technique in the slogan? If so, what is it?

1

Whose slogan is:
**“Always Low Prices.
Always.”**

WAL★MART®
ALWAYS LOW PRICES

Always.

2

Whose slogan is:
**“Do Something
Different.”**



3

Whose slogan is:
“Bold Moves



4

Whose slogan is:
“Depend On Us.”



TM

MAYTAG

5

Whose slogan is:
**“Outstanding Agents.
Outstanding Results.”**



6

Whose slogan is:
**“When You’re Here,
You’re Family.”**



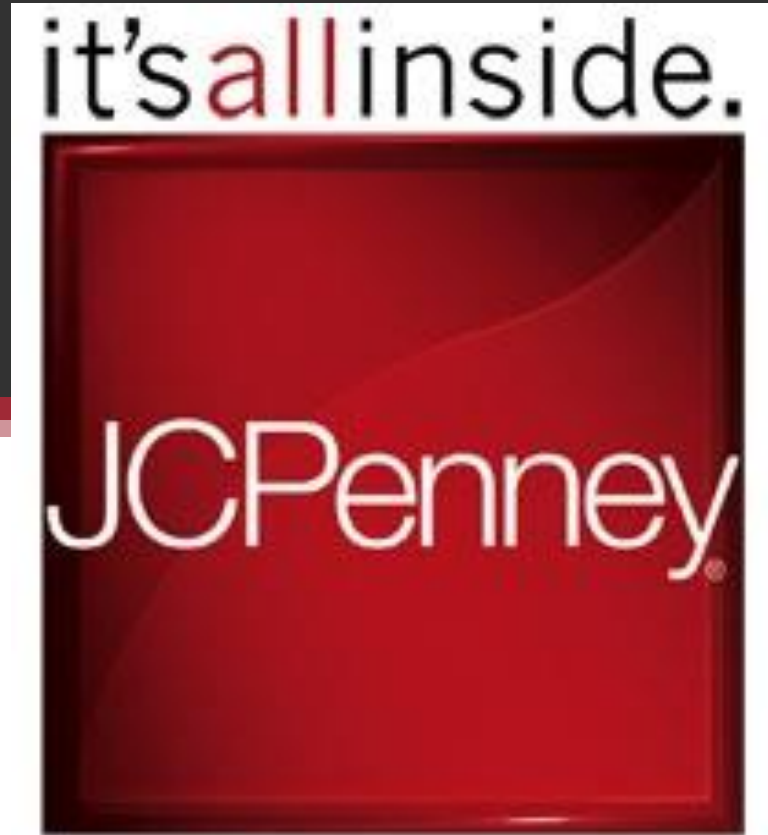
7

Whose slogan was:
“It Ain’t Easy Being Cheesy.”



8

Whose slogan is:
“It’s All Inside.”



9

Whose slogan was:
“Make it Real.”



10

Whose slogan is:
“Eat Fresh.”



BONUS

The word 'BONUS' is rendered in a large, bold, white serif font with a 3D effect, appearing to float above a grey rectangular base. Below this base, there are several horizontal bars of varying lengths and colors, including red, beige, and light pink, creating a layered, architectural look. The background is a solid dark grey.

B

Whose slogan is
“Make It A _____
Night.”



Buyer Beware

- Be a conscientious consumer
- Know what devices are trying to influence you
- Then...
- Make an informed decision

Bias and War Propaganda

IN THE PERSIAN GULF WAR, DID SADDAM HUSSEIN USE PROPAGANDA?

Absolutely! Here are two examples.

This one backfired.

Hussein "showed" U.S. POW's on Baghdad television. It was obvious from the appearance of our POW's that they had been beaten. They also appeared drugged. (Our POW's were released after the war and came home safely.)

Know your Audience

- **Purpose:** (by Hussein): To encourage U.S. citizens to protest against the war. He expected our reaction to be one of fear.
- **Result:** This did not instill fear in Americans. It made us angry, and bolstered American support for this war. This shows how propaganda can backfire if you don't understand your audience.

Sources

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- <http://images.google.com>

Magic ingredients
“Revives and sustains”
1905



Bandwagon:
“6 million drinks a day”
1925



Bandwagon:

“It had to be good to get where it is”

1926



Plain folks:
“Friends for life”
1935



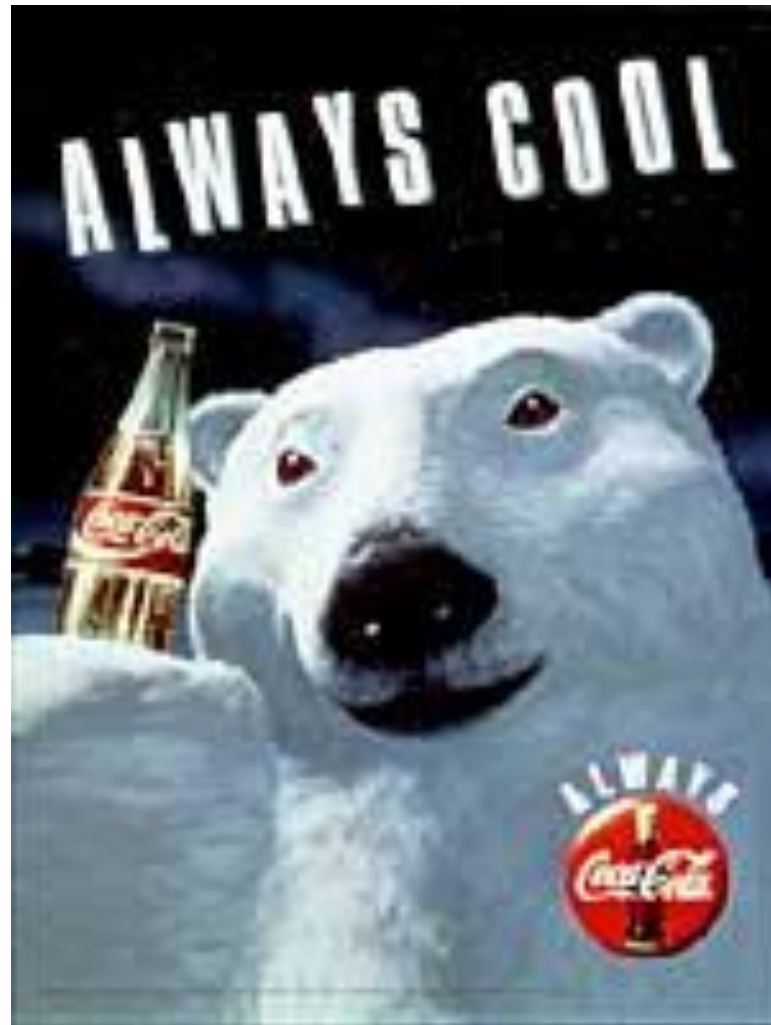
Snob appeal 1957



Patriotism 1974



Wit and humor 1999



The Hilltop Ad 1971

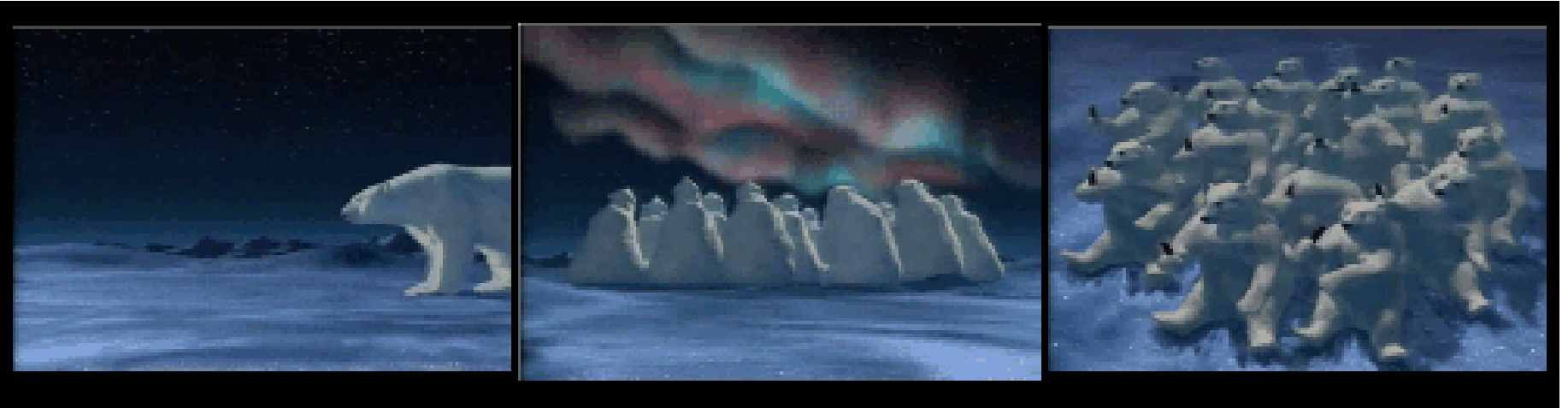


“I’d like to buy the world a Coke”

Mean Joe Green 1979



Polar Bears 1993





Students will analyze

- *the quality of the commercials
- *the advertising techniques used
- *the societal factors that affected the advertising.

Assignment:

- Students will then select a print ad that appeals to them and analyze it for the four qualities and for the advertising technique(s) being used.
- Individuals will present to the class

Are you an ad detective?

- **Play this ad detective game!**
- **Look at the following pictures and find the advertising technique**



Lets Test What You Know!

- “Come to Florida, Everyone loves our clear, sandy beaches. Don’t miss out.”
- Bandwagon

More Examples...

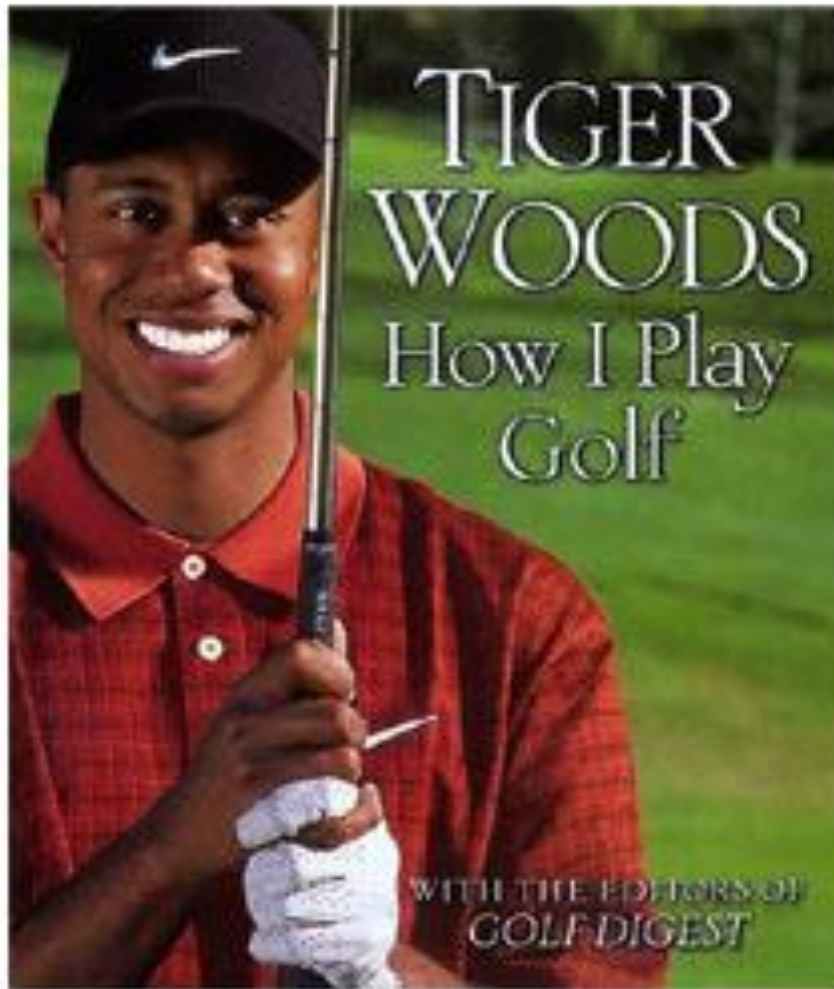
- 4 out of 5 dentists recommend Sparkle toothpaste.
- Expert opinion

Another...

- Amazing how much nutritious stuff they get with Kraft Macaroni & Cheese, isn't it? A good source of protein, vitamins, and minerals.
- Logical Appeal

One more...

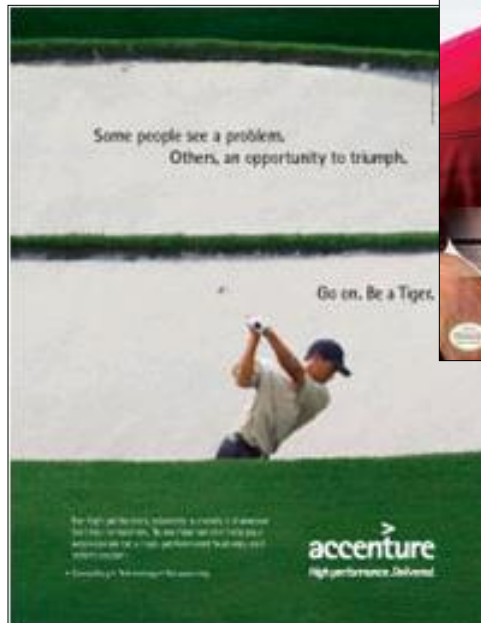
- **Actress Kirstie Alley has lost 50 pounds on the Jenny Craig diet plan.**
- **Testimonial**



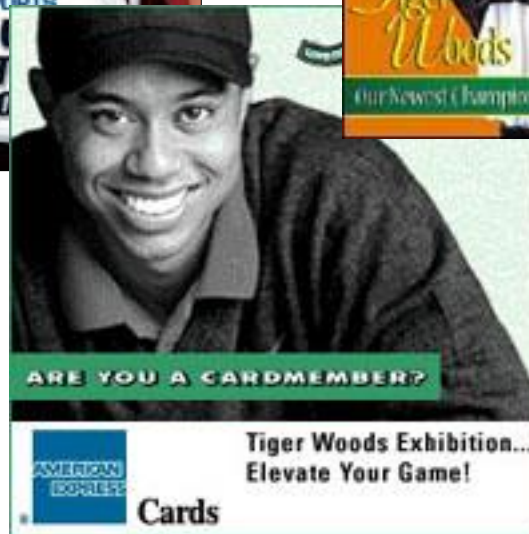
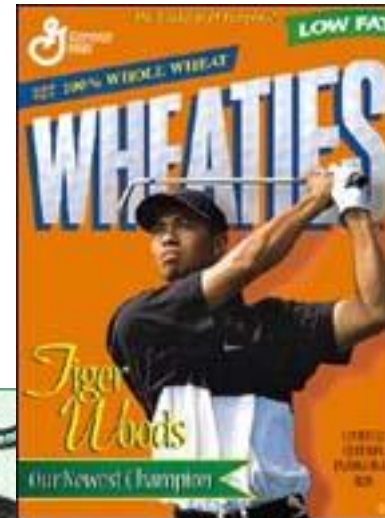
- Nike is paying Tiger Woods about \$100 million to use Nike products for five years.

Testimonial

An important person or famous figure endorses a product.




Accenture is Tiger Woods' first business-to-business endorsement, an agreement that includes his appearance in Accenture's advertising campaign.




This technique tries to persuade everyone to join in and do the same thing.

It's time to join in



Are you in?

Or are you out?

UNLIMITED  CALLING

Talk to any Verizon Wireless customer anytime without using any of your allowance minutes from within the IN Calling Rate & Coverage Area.

Plus, Unlimited Night & Weekend Minutes

All this includes **400 anytime minutes** to use however you want when you sign up on America's Choicesm calling plan \$39.99 monthly access or higher. 1- or 2-year Customer Agreement required.

Transfer or Emotional

Words such as luxury, beautiful, paradise, and economical are used to evoke positive feelings in the viewer.



Negative words are used to create an unfavorable opinion of the competition in the viewer's mind.

HAVE IT YOUR WAY®

Our success isn't hidden in some secret sauce. Actually, it's no secret at all that we fire-grill our burgers to perfection. Next time you're at BURGER KING®, order a fire-grilled Original WHOPPER® Sandwich. The grill marks are there, just like when you BBQ at home. That's the point, if you can't make it at home, THE FRESH FIRE-GRILLED TASTE OF BURGER KING™ is right around the corner.



Compare & contrast

The viewer is led to believe one product is better than another, although no real proof is offered.



Try Again, find the ad in this game



- Taco Bell made a "promotional partnership" deal with X-Box video games. That means that you see Taco Bell ads in X-Box games, and X-Box promotions in Taco Bell stores

Find the ad in this picture.



- SAFECO, an insurance and investment company, is paying \$40 million over 20 years to get the Seattle Mariners' baseball stadium named SAFECO Field. Buying the name of a sports arena is one way for companies to make their name known.

Colors



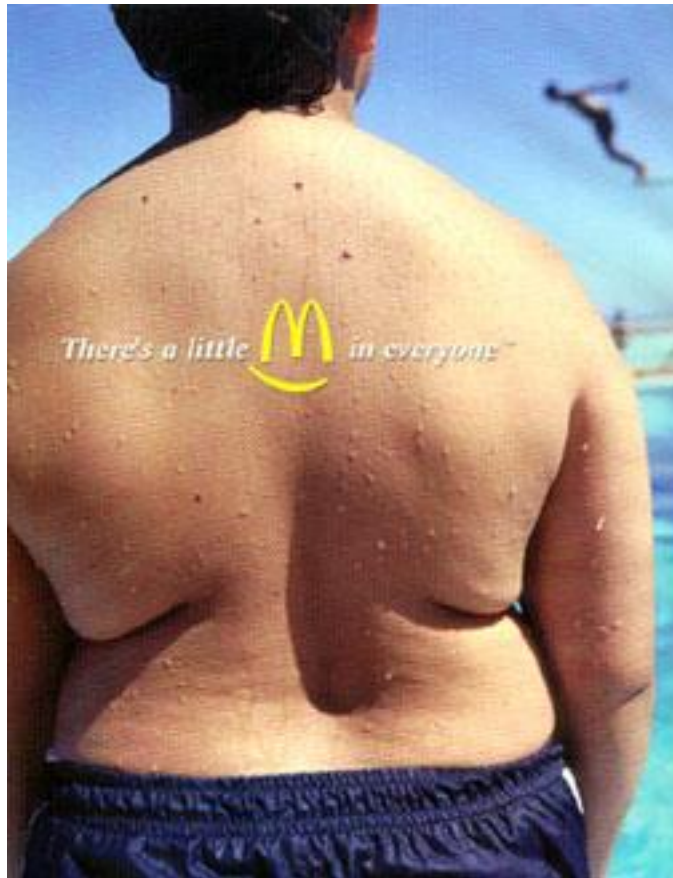
- Studies have shown that the colors Red and Yellow (either together or separate) evoke more of a response in ads.

Engaging Techniques:

- **Wit and Humor** –
diverts audience and gives a reason to laugh often through the use of clever visuals and/or language.
- **Rewards** – bonus
awarded to consumer for purchase. (Toys, gimmicks, rebates, free payment, etc.)



Use of humor







Commercial Assignment:

- Students are assigned their project.
They are required to create their own commercial for a fictional product. They should use:
 - the four qualities of a good ad
 - several of the techniques we studied