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

“I’m a normal person and I do get zits. I’m not happy when I do so I like to try and find anything that’s preventative towards it, and that for me.”

– Lindsay Lohan
Tiger Woods appears on the box without saying anything
Gap Red t-shirt ads with celebrities

- Penelope Cruz
- Steven Speilberg
- Chris Rock
- Mary J. Blige
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
Logical appeal – smarten up
Example


• 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 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
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.”
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."
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”
Whose slogan is:

“Maybe she’s born with it, maybe it’s...”
Whose slogan is: “I’m Loving It”
Whose slogan is: “We bring good things to life.”
4 Whose slogan is: “Just What I Needed.”
Whose slogan is: “Working hard to be the only bank you’ll ever need.”
Whose slogan is: “Have it Your Way.”
Whose slogan is: “Buy it. Sell it. Love it.”
Whose slogan is: “Live in your world, play in ours.”
Whose slogan is: “Do you have the bunny inside?”
Whose slogan is: “Challenge Everything.”
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?
Whose slogan is: “Thousands of Possibilities. Get Yours.”
Whose slogan is: “What You Crave!”
Whose slogan is: “Expect More. Pay Less.”
Whose slogan is: “Like a good neighbor, ___ ___ ___ is there”
Whose slogan is: “Everyday Convenience for People on the Go.”
Whose slogan is: “It’s More Than Just Oil. It’s Liquid Engineering.”
Whose slogan is: “Breakfast of Champions.”
Whose slogan is: “A Diamond is Forever.”
Whose slogan is: “It Won’t Let You Down.”
Whose slogan is: “Think Outside the Bun.”
BONUS
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?
Whose slogan is: "Always Low Prices. Always."
Whose slogan is: “Do Something Different.”
Whose slogan is: “Bold Moves”
Whose slogan is: “Depend On Us.”
Whose slogan is: “Outstanding Agents. Outstanding Results.”
Whose slogan is: “When You’re Here, You’re Family.”
Whose slogan was: “It Ain’t Easy Being Cheesy.”
Whose slogan is: “It’s All Inside.”
Whose slogan was: “Make it Real.”
Whose slogan is: “Eat Fresh.”

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BONUS
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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• www.operationhomerun.org/photos_cash.htm
• www.amerimark.com/cgi-bin/amerimark/cate_id/a...
Sources continued:

- www.autointell.net/.../ ford-ranger01.
- www.uwhc.org.uk/ dental.htm
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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
Looking Up, America

December 1974

Look up America—we’ve got more:
- A million blessings for the counting
- More songs to sing
- More bells to ring
- More of the real things
- Look up America—we’ve got more:
  - Let it ring the side of living
  - Live life refreshed
  - Look for the best
  - Look for the real things
  - Like Coca-Cola
  - Look for
  - Coca-Cola

It’s the real thing.
Coca-Cola

Coca-Cola

Coca-Cola

Coca-Cola
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
Let's 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.
An important person or famous figure endorses a product.
This technique tries to persuade everyone to join in and do the same thing.

It's time to join in

UNLIMITED in 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 Choice℠ calling plan $39.99 monthly access or higher. 1- or 2-year Customer Agreement required.
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.
The viewer is led to believe one product is better than another, although no real proof is offered.
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.
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
Childhood obesity. Don’t take it lightly.

Food Stamps can help. Call 1-888-328-3483 to see if you qualify.

my kinda shoppin’ spree

Dollar / 7 / Keen
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