

# Persuasive Techniques in Advertising

# Avante Garde

The suggestion that using this product puts the user ahead of the times. A toy manufacturer encourages kids to be the first on their block to have a new toy.

“New” , “The Latest” , “Every New Yorker’s ‘Must Have’



# Weasel Words

“Weasel words” are used to suggest a positive meaning without actually really making any guarantee. A scientist says that a diet product might help you to lose weight the way it helped him to lose weight. A dish soap leaves dishes virtually spotless.



# Magic Ingredients



The suggestion that some almost miraculous discovery makes the product exceptionally effective. A pharmaceutical manufacturer describes a special coating that makes their pain reliever less irritating to the stomach than a competitor's.

# Patriotism

The suggestion that purchasing this product shows your love of your country. A company brags about its product being made in Canada.



# Transfer

Positive words, images, and ideas are used to suggest that the lifestyle goes with the product.



# Plain Folks

The suggestion that the product is a practical product of good value for ordinary people.



# Snob Appeal

The suggestion that the use of the product makes the customer part of an elite group with a luxurious and glamorous lifestyle.





# Bribery

Bribery offers you something “extra.”

Buy a burger; get free fries. “Buy two, and get 50% off!”



# Bandwagon

The suggestion that you should join the crowd or be on the winning side by using a product.

“Everybody’s doing it.”



# Reminder Ads

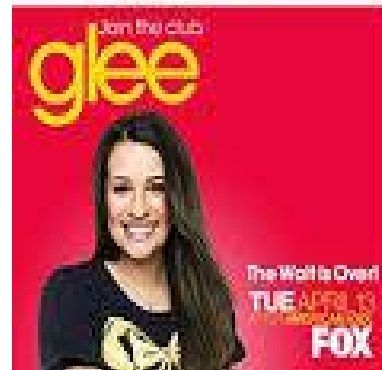
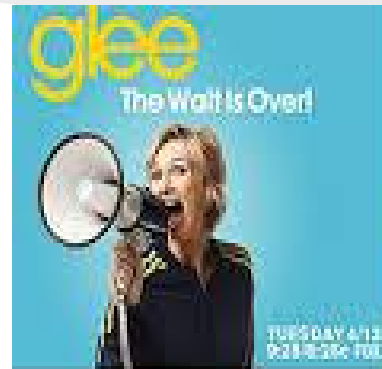
We are still here, and still great.



# Teaser technique



Indian Motorcycle - "Choice Is Coming"  
Click on the image to play



# Testimonials

## Testimonial Example

If we drink milk we will all be as famous, beautiful, rich, & talented as Mylie Cyrus.



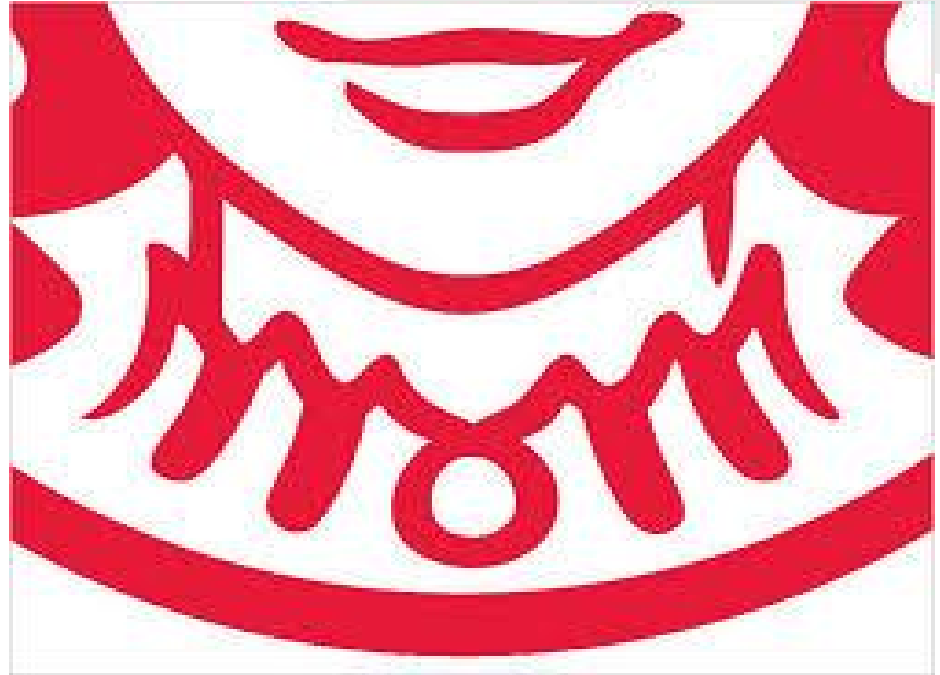
# MUSIC APPEAL:-

- Music can be used as types of advertising appeals as it has a certain intrinsic value and can help in increasing the persuasiveness of the advertisement.



*Zindagi mein Life*

# Subliminal - sneaky





# Advertisement as a form of Argument

## Ethos

A form or argument based on character or authority.

How to identify Ethos in Ads:

1. endorsed by a celebrity
2. by someone in a uniform
3. by professional looking people.



This ad is an example of Ethos because it has a famous person selling mascara. It's Julia Roberts.

## Pathos

A form or argument based on emotions: Fear, desire, sympathy, anger...

How to identify Pathos in Ads:

1. Fear: "Get this or else.."
2. Desire: Half naked people.
3. Empathy: sad kids or cute dogs
4. Hunger: Awesome looking food that looks way better than it does in real life.



This ad is an example of Pathos because we feel sympathy for the sad-looking dog. They are selling me dog food.

## Logos

A form or argument based on logic, facts and figures.

How to identify Logos in Ads:

1. Facts
2. Percentages
3. Lots of words & information
4. Charts and figures



This ad is an example of Logos because it has different plans listed with different prices so it's telling me facts about the phone.



## 50 Advertising Techniques

<http://foxhugh.com/2014/12/01/50-advertising-techniques/>

<b>1) Altruism</b>	<b>26) Magic Ingredients</b>
<b>2) Analogy</b>	<b>27) Mascot</b>
<b>3) Arouse Curiosity</b>	<b>28) Metaphor</b>
<b>4) Bandwagon</b>	<b>29) Name Calling Appeal</b>
<b>5) Card Stacking</b>	<b>30) Nostalgia</b>
<b>6) Cartoon Character</b>	<b>31) Parallelism</b>
<b>7) Children</b>	<b>32) Patriotism</b>
<b>8) Comparison Appeal</b>	<b>33) Personification</b>
<b>9) Deal Appeal</b>	<b>34) Plain Folks</b>
<b>10) Emotional Appeal</b>	<b>35) Promise a Benefit</b>
<b>11) Establish Credibility</b>	<b>36) Red Herring</b>
<b>12) Exaggeration</b>	<b>37) Repetition</b>
<b>13) Exigency</b>	<b>38) Reverse Psychology</b>
<b>14) Facts and Figures</b>	<b>39) Rhetorical Question</b>
<b>15) Fantasy</b>	<b>40) Savings or Free</b>
<b>16) Fear</b>	<b>41) Scale</b>
<b>17) Green</b>	<b>42) Sensory Appeal</b>
<b>18) Glittering Generalities</b>	<b>43) Shocking the Viewer</b>
<b>19) Humor</b>	<b>44) Simple Solutions</b>
<b>20) Hyperbole</b>	<b>45) Slice of Life Appeal</b>
<b>21) Image Advertising</b>	<b>46) Snob Appeal</b>
<b>22) Innuendo</b>	<b>47) Testimonial Appeal</b>
<b>23) Irony</b>	<b>48) Transfer</b>
<b>24) Jingle or Slogan</b>	<b>49) Weasel Words</b>
<b>25) Lifestyle Appeal</b>	<b>50) Word Choice</b>