**Persuasive Techniques**

**How the Advertisers Hook You**

**Bandwagon**

\* Stresses popularity of the product

\* Viewers buy because they want to fit in

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**Testimonial or Celebrity Endorsement**

\* Viewers buy because they want to fit in

\* Viewers associate the product with the celebrity

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**Transfer**

\* Associating love, respect or admiration we have for a person or symbol, and transferring it to a product.

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\* Put a picture of a flag on a company logo or package product 🡪feel patriotic; buy American and support the troops

\* Car ad shows cute girl in the passenger seat 🡪buy the car, get the girl, too.

\* Soap ad under a waterfall 🡪 feel cool and fresh

**Purr Words… glittering generalities**

\* Words have no specific meaning, but sound good

\* Words make product seem more desirable

\* Words appeal to emotion rather than reason

**Emotional Appeal**

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**Product Comparing or Cardstacking**

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\* Viewersquestion the quality of the other product

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Name Calling

\* Give someone or something a ‘bad name’ so others will dislike him or it

\* Viewers will dislike and distrust the person/product

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Plain Folk or Elitism

\* Ads appeal to the common man or to the rich/elite

\* Viewers think the ad/politician can relate to them because they are like them

\* Viewers want to be elite, so they buy the product.

Repetition

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Security (Fear)

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\* Makes viewers feel unsafe

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Slogan

\* “A memorable phrase is used in a campaign, or a series of commercials for a product or company.

\* Viewers remember the slogan and associate it with the product.

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