

8 *Eight techniques used by* SUCCESSFUL ADVERTISERS

1 PROVIDE FACTS AND FIGURES

Prove the superiority of a product with statistics and objective, factual information.

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2 CONVINCE PEOPLE TO "JUMP ON THE BANDWAGON"

Imply that *everyone* is using a product, and that others should too, in order to be part of the group.

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3 PLAY ON PEOPLE'S HIDDEN FEARS

Imply that a product will protect the user from some danger or an uncomfortable situation.

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4 PLAY ON PEOPLE'S PATRIOTISM

Imply that buying a product shows love of one's country.

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5 PROVIDE "SNOB APPEAL"

Imply that use of a product makes the customer part of an elite group.

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6 ASSOCIATE POSITIVE QUALITIES WITH A PRODUCT

Promote a product with words and ideas having positive meanings and associations.

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7 PROVIDE TESTIMONIALS

Use a famous person or an "average consumer" to endorse a product so the consumer wants it too.

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8 MANIPULATE PEOPLE'S EMOTIONS

Use images to appeal to customers' feelings, such as love, anger, or sympathy.

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- a A professional soccer player recommends a particular brand of shirts.
- b A hotel chain shows a businesswoman in her room, calling home to talk to her children.
- c A soft drink manufacturer shows young people having a great time drinking its product at the beach.
- d A car manufacturer states how quickly its car can go from 0 to 100 kilometers per hour.
- e A coffee manufacturer shows people dressed in formal attire drinking its brand of coffee at an art exhibition.
- f A credit card company claims that its card is used by more people than any other card.
- g A clothing manufacturer promotes its clothes by saying they are made by and for people in this country.
- h An educational toy company suggests that other children will do better in school than yours will if you don't buy its toy today.