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Eight techniques used by SUCCESSFUL ADVERTISERS

- 1 **PROVIDE FACTS AND FIGURES**
Prove the superiority of a product with statistics and objective, factual information. ☐
- 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. ☐
- 3 **PLAY ON PEOPLE'S HIDDEN FEARS**
Imply that a product will protect the user from some danger or an uncomfortable situation. ☐
- 4 **PLAY ON PEOPLE'S PATRIOTISM**
Imply that buying a product shows love of one's country. ☐
- 5 **PROVIDE "SNOB APPEAL"**
Imply that use of a product makes the customer part of an elite group. ☐
- 6 **ASSOCIATE POSITIVE QUALITIES WITH A PRODUCT**
Promote a product with words and ideas having positive meanings and associations. ☐
- 7 **PROVIDE TESTIMONIALS**
Use a famous person or an "average consumer" to endorse a product so the consumer wants it too. ☐
- 8 **MANIPULATE PEOPLE'S EMOTIONS**
Use images to appeal to customers' feelings, such as love, anger, or sympathy. ☐

Examples

- 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.