

## Persuasive Techniques

Persuasive Technique	How Technique Is Used	Intended Effect on Consumer
Bandwagon	Suggests that everyone is using the product	<ul style="list-style-type: none"> <li>• Consumers buy the product because they want to fit in.</li> <li>• Consumers assume that if others buy it, the product must be good.</li> </ul>
Celebrity Spokesperson / Endorsement	Shows a popular celebrity promoting a product	<ul style="list-style-type: none"> <li>• Consumers transfer their respect or admiration for the celebrity to the product.</li> <li>• Consumers associate the celebrity with the product.</li> </ul>
Emotional Appeals / Transfer	Taps into certain emotions such as happiness, sadness, excitement, pity, fear, and security	<ul style="list-style-type: none"> <li>• Emotions prompt consumers to feel a certain way about a product or service.</li> <li>• <i>Loaded Language</i> = positive / negative effect</li> </ul>
Glittering Generalities	Uses vague words – such as patriotism and freedom – that bring to mind values people agree with; often provides little or no concrete evidence	<ul style="list-style-type: none"> <li>• Consumers accept this information often without questioning why no evidence was given to support the claim.</li> </ul>
Humor	Makes the consumer laugh; often gives little or no information about the product	<ul style="list-style-type: none"> <li>• Consumers remember the ad and the product.</li> </ul>
Individuality	Appeals to consumers' desire to be different from everyone else; the opposite of the bandwagon appeal	<ul style="list-style-type: none"> <li>• Consumers celebrate their own style or rebel against what others are doing.</li> <li>• Consumers think of the product as different, fashionable, or cool.</li> </ul>
Purr Words	Uses words that have positive connotations like "tasty," "fresh," or "sensational"	<ul style="list-style-type: none"> <li>• The words make the product seem more desirable.</li> <li>• The words appeal to consumers' emotions rather than their reason.</li> </ul>
Repetition / Slogan	Uses specific words, phrases, or images that are spoken or shown over and over again	<ul style="list-style-type: none"> <li>• Consumers remember the phrases and associate them with the product.</li> </ul>
Snob Appeal	Taps into people's desire to be special or part of an elite group	<ul style="list-style-type: none"> <li>• Consumers associate being special or elite with the product, service, or idea.</li> </ul>
Ethical Appeal	Tries to gain support for claim through an appeal to accepted moral values	<ul style="list-style-type: none"> <li>• Consumers feel compelled to support worthy moral causes because it is the "right thing to do."</li> </ul>
Latest and Greatest		

## ADDITIONAL ADVERTISING TECHNIQUES

### AVANTE GARDE

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

### FACTS AND FIGURES

Statistics and objective factual information is used to prove the superiority of the product *e.g. a car manufacturer quotes the amount of time it takes their car to zoom from 0 to 60 mph.*

### WEASEL WORDS

"Weasel words" are used to suggest a positive meaning without actually really making any guarantee *e.g. a scientist says that a diet product might help you to lose weight the way it helped him to lose weight.*

### MAGIC INGREDIENTS

The suggestion that some almost miraculous discovery makes the product exceptionally effective *e.g. 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 *e.g. a company brags about its product being made in America and employing American workers.*

### DIVERSION

Diversion seems to tackle a problem or issue, but then throws in an emotional non-sequitor or distraction. *e.g. a tobacco company talks about health and smoking, but then shows a cowboy smoking a rugged cigarette after a long day of hard work.*

### TRANSFER

Words and ideas with positive connotations are used to suggest that the positive qualities should be associated with the product and the user *e.g. a textile manufacturer wanting people to wear their product to stay cool during the summer shows people wearing fashions made from their cloth at a sunny seaside setting where there is a cool breeze.*

### PLAIN FOLKS

The suggestion that the product is a practical product of good value for ordinary people *e.g. a cereal manufacturer shows an ordinary family sitting down to breakfast and enjoying their product.*

### SNOB APPEAL

The suggestion that the use of the product makes the customer part of an elite group with a luxurious and glamorous life style *e.g. a coffee manufacturer shows people dressed in formal gowns and tuxedos drinking their brand at an art gallery.*

### BRIBERY

Bribery seems to give a desirable extra something. We humans tend to be greedy. *e.g. Buy a burger; get free fries.*

### WIT AND HUMOR

Customers are attracted to products that divert the audience by giving viewers a reason to laugh or to be entertained by clever use of visuals or language.

### SIMPLE SOLUTIONS

Avoid complexities, and attack many problems to one solutions. *E.g. Buy this makeup and you will be attractive, popular, and happy.*

### CARD STACKING

The propaganda technique of Card-Stacking is so widespread that we may not always be aware of its presence in a commercial. Basically, *Card-Stacking* means stacking the cards in favor of the product; advertisers stress its positive qualities and ignore the negative. *For example, if a brand of snack food is loaded with sugar (and calories), the commercial may boast that the product is low in fat, which implies that it is also low in calories. Card-Stacking is such a prevalent rational propaganda technique that gives us only part of the picture.*