Persuasion Techniques

Propaganda and Advertising
What is propaganda?

A means of convincing people:

- to buy a certain product
- to believe something or act in a certain way
- to agree with a point of view
Common persuasive techniques often used in advertising

- Bandwagon
- Celebrity/Spokesperson Endorsement
- Emotional Appeals/Transfer
- Glittering Generalities
- Humor
- Individuality
- Purr Words
- Repetition/Slogan
- Snob Appeal
- Ethical Appeal
Bandwagon

A statement suggesting that everyone is using a specific product, so you should, too!

Being “in the group” makes you feel secure.
The bandwagon effect created these fine internet sensations.....
Bandwagon
Bandwagon

JUST DO IT.
Bandwagon

get on board the #24

enter for a chance to win a once in a lifetime

kobexperience

2 winners & a guest win a trip to LA for a unique VIP bus
tour of the city through Kobe’s eyes, a meet and greet with
#24 himself and more!

vitamin water

kobe gets his vitamins

SHABOTY Ocean
Celebrity Spokesperson/Endorsement

A well-known person or a previous customer supports a product or service
Celebrity Endorsement
Testimonial from customer

“I received a call 10 minutes after sending the message”

Using one of the techniques Kevin shared, I received a call 10 minutes after sending the message with a contract offer! Thanks Kevin!

Theresa Moretti, Marketing Professional

Kevin Kermes
Your Career Attraction Mentor
Celebrity Endorsement

I'M NO PUSHOVER.
I'M PROACTIV.
Emotional Appeals/Transfer

- Objects or other people are shown with the product or candidate being “sold” in hopes that your good feeling for those objects or people will transfer onto the product or candidate.

- THE TRANSFER OF GOOD FEELINGS FROM A BACKGROUND OBJECT TO THE MAIN OBJECT.
Transfer Examples:

VOTE REPUBLICAN
Transfer Example:
Transfer Example:
Glittering Generalities

Vague words that appeal to values that most people agree with. Often there is a lack of evidence to back up the claims.
Glittering Generalities

Safe...Caring...Qualified
Developmental Education Curriculum
Infant - 6 years (Year Round)

- Music
- Dance
- Field Trips
- Arts & Crafts
- Potty Training
- Physical Activity
- Nutritious Meals & Snacks
- 6:30 am - 7:06 pm

*High Teacher to Child Ratio
*Ultra Safe Child Friendly Facilities
*Certified, Degreed Faculty
*Loving, Caring People

The Panda Daycare School
3650 Main Street Fairfax
378-8386
Glittering Generalities
Glittering Generalities
Humor

diverts the audience and gives a reason to laugh often through the use of clever visuals and/or language.
Humor
Humor
Individuality

The opposite of bandwagon: people want to be unique and thought of as an individual
Individuality...

HAVE IT YOUR WAY.

You have the right to have what you want, exactly when you want it. Because on the menu of life, you are “Today’s Special”. And tomorrow’s. And the day after that. And… well, you get the drift. Yes, that’s right. We may be the King, but you my friend, are the almighty ruler.

EST. 1954
Purr Words

Words that make the product seem more desirable but give no details about the product.

“NEW IMPROVED TIDE”
Purr Words......
Repetition/Slogan

A catchy phrase or statement often used to sell a service or a product
Example

"Can you hear me now? Good."
Example

They’re GRRRRRRREAT!
Repetition:
The name of a product is repeated many times

HEAD ON Apply directly to the forehead
HEAD ON Apply directly to the forehead
HEAD ON Apply directly to the forehead
Snob Appeal

Just the opposite of “bandwagon”. Its message suggests: "Buying our product will make you better than everyone else--especially since other people can't afford it."
Example
Example

TIFFANY & CO.
Ethical Appeal

Tries to get acceptance through appealing to morals and values.
Ethical Appeal

Choosy moms choose Jif.
Audience Awareness

Advertisers know how to

- target their audiences
- use appropriate persuasive technique
Target Audience?
Target Audience?
Target Audience?
Target Audience?
Target Audience?
Target Audience?
On the back of your Persuasive Techniques Sheet...

1) Which technique do you see the most often? Give an example.

2) Which technique is the most persuasive? Explain why you think this technique influences consumers.
Quick review

- Slogan
- Target audience