



11 COMMON ADVERTISING TECHNIQUES

1. FACTS AND FIGURES: Using statistics and factual information to claim that your product is superior to other similar products. **EXAMPLE:** a car manufacturer quotes the amount of time it takes their car to get from 0 to 100 m.p.h.

2. WEASEL WORDS: "Weasel words" never directly state a promise, instead they just suggest that you will have success. **EXAMPLE:** a scientist says that a diet product might help you to lose weight the way it helped him to lose weight.

3. MAGIC INGREDIENT: A claim that an ingredient in the product works like a miracle cure **EXAMPLE:** a face cleaner is advertised as containing micro agents that will get rid of acne immediately

4. PATRIOTISM: The suggestion that purchasing this product shows your love of your country **EXAMPLE:** a car company brags about its product being made in America and employing American workers.

5. PLAIN FOLKS: The suggestion that the product is a practical product and a good value for ordinary people **EXAMPLE:** a cereal company shows an ordinary family sitting down to breakfast and enjoying their product.

6. SNOB APPEAL: The suggestion that the use of the product makes the customer part of an elite group with a glamorous lifestyle **EXAMPLE:** a coffee manufacturer shows people dressed in formal gowns and tuxedos drinking their coffee at an art gallery.

7. BRIBERY: Offering to give something extra if the product is purchased **EXAMPLE:** Buy a burger; get free fries.

8. CELEBRITY TESTIMONIAL: A famous personality is used to encourage buying the product **EXAMPLE:** a famous basketball player recommends a particular brand of shoes.



9. SIMPLE SOLUTIONS: Suggests that all of your problems will be solved easily if you buy this product **EXAMPLE:** Buy this makeup and you will have nice skin and be popular.

10. CARD STACKING: Card-Stacking means stacking the cards in favor of the product; advertisers talk about the positive qualities of their product, but ignore the negative. **EXAMPLE:** a brand of snack food that is loaded with sugar and fat, talks about it having low sodium and whole grains, making it seem healthier than it really is.

11. BANDWAGON: Bandwagon suggests that if you buy this product you will be a winner with everyone else, instead of a lonely loser. **EXAMPLE:** a beer commercial shows a guy watching a crowd of people have a good time partying drinking their beer while he is alone drinking a competitor's beer. Then he decides to drink the "popular" beer and joins the party having a good time.