

Advertising Techniques

Avante Garde Suggesting that if you have this product, you are forward-thinking	Bandwagon Suggests that you don't want to be the only one without the product; be like everyone	Call to Action Stating, "Buy today"/"Order now", so there is doubt in the next step for you to take
Celebrity Endorsement A famous singer/actor shown using the product, so their fans will buy it	Claim Showing how the product works, or what it will do for you	Credibility/Expert A doctor or scientist in a lab coat, speaking to you about a new pain medication.
Emotion A sad song and images of puppies, while asking for donations to animal shelters.	Facts/Statistics Rated Best-in-Class Fuel Economy with 19.5 Miles per Gallon; 4/5 people prefer...	Fear Without this product, all of the things you worry about will happen (burglary; body odour, etc.)
Games/Activities Putting an ad in the form of a game, to make it fun for you, then you regard the product as being fun	Humour Making you laugh, as a means of you remembering the product, or telling others about the funny ad	Hype Words like, "Amazing" and "Fantastic", are used to get you excited about the product
Limited Time Offer You have to act quickly to get this product before it's too late, and you miss out	Must Have Suggesting that if you don't buy the product, you won't be beautiful, popular or happy	Patriotism Appeals to the love of your country; like drinking Tim Horton's at a hockey rink
Plain Folks Suggests the product is practical, for everyday use by ordinary people	Prizes/Free Gift Offering a chance to win something great, or get a bonus item, if you buy the product	Repetition The message is repeated so that you will remember it; could be a slogan
Sales/Price Displaying the original price, and the new lower sale price to make you feel like you are getting a bargain	Sensory Appeal Appealing to your 5 senses through the use of visual and audible stimuli - like a frosted glass with a fizzy soft drink	Snob Appeal Suggests that the product is for high-class members of society with luxurious taste; product is a status symbol
Special Ingredients "Beef raised without hormones or antibiotics"; "Now with Quinoa"; "No Saturated Fats"	Testimonials People who have used the product provide proof that it works, and convince you to try it for yourself	Transfer/Association Using cartoon characters to try to get you to transfer your feelings about the character to the product