

# PRODUCTS FOR ADVERTISING CAMPAIGNS

**Directions:** Cut the following product descriptions into strips so that group volunteers can each draw one.

Ball that does not bounce

Candy that tastes like sawdust

A light bulb that lasts only five minutes

Music app that only plays songs backward

Dog collar that makes the dog bark

Suntan lotion that causes sunburn

Automobile that gets only six miles per gallon of gas

Soft drink that makes you tired

In-line skates with square wheels

Clothing detergent that leaves your clothes smelling like dirt

Perfume that smells like gasoline

# ADVERTISING TECHNIQUES

**Appeals to emotions:** This technique exploits consumers' fears and misgivings. For example, an advertisement using emotional appeals might ask "Do you have bad breath?" or state "Dandruff isn't sexy." The message targets vanity and creates doubt about oneself. The solution offered is, of course, to buy the product advertised.

**Bandwagon approach:** This technique tells people to do what everyone else is doing. It takes advantage of people's desire to conform. Implied in the bandwagon approach is that consumers must "keep up with the Joneses." Consumers don't want to be odd by not buying the product. This style of advertisement is often employed in political campaigns.

**Testimonials:** This form of advertising uses well-known people, such as athletes, actors, and musicians, or even ordinary folks to endorse products. The concept is that if these people like the product or service, the average consumer will like it, too. These ads also imply that some of the fame of the celebrity might just "rub off" on the user.

**Glittering generalities:** This type of ad uses exaggerated or catchy phrases, such as "Good to the last drop" or "I never forget a woman wearing diamonds." While these phrases attract attention, they don't really mean anything.

**Superiority appeal:** This technique implies that it would be flattering or prestigious to be like the rich person in the ad. It suggests that the consumer can become superior to friends and neighbors by purchasing the product. Many luxury car advertisements use this technique.

**Brand names:** A brand name is a word, picture, or logo for a product or service. Many companies know how powerful brand-name identification is, so they spend a lot of money advertising and building consumer awareness of their product. Consumers are influenced by names they see frequently in newspapers and magazines or on television.

# ADVERTISING CAMPAIGN EVALUATION

Group Members

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## RATING SYSTEM:

\*\*\*\* outstanding      \*\* good  
\*\*\* excellent        \* poor

GROUP	PRODUCT	ADVERTISING TECHNIQUE	WHAT WAS EFFECTIVE	WHAT COULD BE IMPROVED	RATING