

# 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.