

ADVERTISING

Why do we want all this stuff?

Techniques

Advertisers use a lot of different ways to try to convince people to buy a company's goods or services. Some of the most common techniques include:

Claims use language to convince consumers that their product or service is better than others. Consumers should look for fact statements which are true and provable for all people 100% of the time. Often times advertisers use opinion statements which refer to feelings, thoughts or beliefs and are not provable. These statements use describing words like good, better, best, most, favorite, amazing, beautiful, wonderful, etc. Next time you watch TV, listen for the words used in the commercial. Are they fact or opinion statements?

Association uses famous or desirable people (people others want to be like) so that consumers feel like if they use the product or service, they will become more like that person. Will drinking Diet Coke make you sing more like Taylor Swift? Will drinking Sprite make you play basketball like LeBron James?



Promotion uses special pricing, games, contests or give-aways to get consumers excited about buying a product or service. McDonald's Happy Meals and cereal prizes are a few examples where using promotion has been successful to sell a good or service.



What are some other examples of companies who use promotion to sell their goods or services?

Repetition uses one or more of the following over and over again so you remember the product or service:

- Jingles are catchy tunes that get stuck in your mind.
- Slogans are a short memorable phrases. How many of these do you recognize?
 - Eat Fresh
 - I'm lovin' it!
 - Melts in your mouth, not in your hand.
- Logos are a graphic or symbol used to promote recognition of a company.



Name _____

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Find at least three different advertisements. They can be television commercials, newspaper, magazine or on-line advertisements. For each advertisement, identify the technique(s) used to get people to want to buy the good or service. For each advertisement, complete the box below.

Advertisement #1 Product: _____

Advertising technique(s) used: _____

Did this technique make you want to buy the product? _____

Why or why not? _____

Advertisement #2 Product: _____

Advertising technique(s) used: _____

Did this technique make you want to buy the product? _____

Why or why not? _____

Advertisement #3 Product: _____

Advertising technique(s) used: _____

Did this technique make you want to buy the product? _____

Why or why not? _____
