Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Advertising Techniques**

**Basic Advertising Techniques:**

1. **Repetition:**
* Repeat key words or phrases (we need to hear something three time to remember)
* Slogans (snap, crackle, pop)
1. **Identification:**
* The more a person identifies with a situation the more likely that they buy the product ( Toy Commercials: Girls play with dolls, boys with cars, sports Car commercials often have young men in them)
1. **Pictures with Pizazz:**
* Interesting, colourful, or shocking (anything to capture the eye of the reader: babies, models, car crashes).

**Specific Persuasive Techniques:**

***Propaganda:***  *the use of a variety of communication techniques that create an emotional appeal to accept a particular belief or option, or adopt a certain behavior or to perform a particular action.*

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|  | **Name** | **Definition** | **Example** |
| 1) | Avente Garde | The suggestion that using this product puts the user ahead of the times. E.g. Encouraging kids to be the first on the block to own a new toy or everyone staring at one neighbor parking their exciting new car. |  |
| 2) | Facts and Figures | Statistics and objective factual information is used to prove the superiority of the product. E.g, a car commercial telling you the amount of time that it takes a car to get from 0-100 km. |  |
| 3) | Weasel Words | Suggesting a positive meaning without actually making any guarantee. E.g. I lost this much weight with this product so it might help you this much too. |  |
| 4) | Patriotism | The suggestion that purchasing this product means that you love your country. E.g. supporting Canadian workers/ made in Canada.  |  |
| 5) | Transfer (appeal to emotion) | Words and ideas with positive connotations are used to suggest that the positive qualities should be associated with the product AND the user. E.g. talking about the cool refreshing taste of a beverage while someone drinks it on a beach with a cool breeze. |  |
| 6) | Plain Folks | The suggestion that the product is a practical product of good value for ordinary people. E.g. a cereal commercial shows a normal family enjoying breakfast. |  |
| 7) | Snob Appeal | Implying that having a product makes the owner part of an elite group. E.g. a coffee commercial showing people drinking it in fancy gowns and tuxedos at an art gallery. |  |
| 8) | Bribery | Seems to give the consumer an extra something e.g. buy one get one free.  |  |
| 9) | Testimonial  | A famous personality is used to enforce the product .e.g. Sydney Crosby wants you to shop at Sports Check.  |  |
| 10) | Wit and Humor | Customers are attracted to products that divert the audience by giving viewers a reason to laugh or to be entertained by clever use of visuals or language. |  |
| 11) | Simple Solutions | Avoid complexities, and attack many problems with a single solution e.g. wear this makeup and you will be attractive, popular and happy. |  |
| 12) | Card Stacking | Endorsing all positive aspects of a product while ignoring the negatives e.g. endorsing that a snack is “low in fat” when it is also loaded with sugar and calories |  |
| 13) | Sexuality | Using attractive people like models to endorse a product. This makes the product more appealing and makes consumers feel that if they too have the product THEY will be more appealing. |  |
| 14) | Bandwagon | Exploits the desire of people to join the crowd e.g. commercials with people enjoying a product at a party or around a campfire. Or creating a community out of a product: “I’m a PC” |  |
| 15) |  |  |  |
| 17) |  |  |  |

**Assignment:**

In pairs or 3s, try to sell one of the items in the box by creating a 30 second commercial. You can do this by writing a script or by drawing strip. Your commercial has to include at least one **basic technique** and one **persuasive technique**. After you have completed your commercial write how each of these devices was used on a separate piece of paper.

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|  | **Not Yet Meeting (1)** | **Minimally Meets (2)** | **Fully Meets (3)** | **Exceeds Expectations (4)** |
| **Required Techniques** | One or less of basic/persuasive advertisement techniques are missing. Explanation of why these techniques work is missing.  | Both basic and persuasive advertising are present in commercial however one or more is not accurately used. Explanation does not fully explain why technique works. | Both basic and persuasive advertising techniques are accurately presented in the commercial. Explanation does not fully explain how the techniques are working. | Both basic and persuasive advertising techniques are accurately presented in the commercial. Explanations tie techniques to commercial and explain why it works.  |
| **Presentation** | Presentation is illegible.  | Presentation is messy and difficult to read at points. | Presentation is easy to read and is well balanced.  | Presentation is clean and easy to read. Is well balance and professionally presented.  |

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