

Advertising techniques

The following persuasive techniques are often used to get people to buy products:

Loaded words: Words with strong associations such as “home,” “family,” “dishonest” and “wasteful.”

Transference: Attempts to make the audience associate positive words, images, and ideas with a product and its users.

Name calling: Comparing one product to another and saying it is weaker or inferior in quality or taste.

Glittering generality: Using words that are positive and appealing, but too vague to have any real meaning, like “pure and natural.”

Testimonial: A product is endorsed by a celebrity or by an expert.

Bandwagon: The advertiser tries to make you feel like everyone else has the product and if you don’t have it too, you’ll be left out.

Snob appeal: The opposite of the bandwagon technique, snob appeal makes the case that using the product means the consumer is better/smarter/richer than everyone else.

Repetition: A product’s name or catchphrase is repeated over and over, with the goal of having it stick in the viewer or listener’s mind.

Flattery: The advertiser appeals to the audience’s vanity by implying that smart/popular/rich people buy the product.

Plain folks: The advertiser says or implies that people just like you use a product. (This often takes the form of a testimonial.)

Emotional appeals: The advertiser appeals to people’s fears, joys, sense of nostalgia, etc.

Facts and figures: Using statistics, research, or other data to make the product appear to be better than its competitors.

Special offer: The advertiser offers a discount, coupon, free gift, or other enticement to get people to buy a product.

Urgency: The advertiser makes you feel like you need the product right away.