

Advertising Techniques:

13 of the Most Common Techniques Used by Advertisers

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Today every company needs to advertise its product to inform the customers about the product, increase the sales, acquire market value, and gain reputation and name in the industry. Every business spends lot of money for advertising their products but the money spent will lead to success only when the best techniques of advertising are used for the product. So here are some very **common and most used techniques used by the advertisers to get desired results.**

1. Emotional Appeal

This technique of advertising is done with help of two factors - needs of consumers and fear factor. Most common appeals under need are:

- need for something new
- need for getting acceptance
- need for not being ignored
- need for change of old things
- need for security
- need to become attractive, etc.

Most common appeals under fear are:

- fear of accident
- fear of death
- fear of being avoided
- fear of getting sick
- fear of getting old, etc.

2. Promotional Advertising

This technique involves giving away samples of the product for free to the consumers. The items are offered in the trade fairs, promotional events, and ad campaigns in order to gain the attention of the customers.

3. Bandwagon Advertising

This type of technique involves convincing the customers to join the group of people who have bought this product and be on the winning side. For e.g. recent Pantene shampoo ad which says "1000 women trusted Pantene, so what about you?"

4. Facts and Statistics

Here, advertisers use numbers, proofs, and real examples to show how good their product works. For e.g. "Lizol floor cleaner cleans 99.99% germs" or "Colgate is recommended by 70% of the dentists of the world" or Eno - just 6 seconds.

5. Unfinished Ads

The advertisers here just play with words by saying that their product works better but don't answer how much more than the competitor. For e.g. Lays - no one can eat just one or Horlicks - more nutrition daily. The ads don't say who can eat more or how much more nutrition.

6. Weasel Words

In this technique, the advertisers don't say that they are the best from the rest, but don't also deny. E.g. Sunsilk Hairfall Solution - reduces hairfall. The ad doesn't say stops hairfall.

7. Endorsements

The advertisers use celebrities to advertise their products. The celebrities or star endorse the product by telling their own experiences with the product. Recently a diamond jewellery ad had superstar Amitabh Bacchan and his wife Jaya advertising the product. The ad showed how he impressed his wife by making a smart choice of buying this brand. Again, Sachin Tendulkar, a cricket star, endorsed for a shoe brand.

8. Complementing the Customers

Here, the advertisers used punch lines which complement the consumers who buy their products. E.g. Revlon says "Because you are worth it."

9. Ideal Family and Ideal Kids

The advertisers using this technique show that the families or kids using their product are a happy go lucky family. The ad always has a neat and well-furnished home, well-mannered kids and the family is a simple and sweet kind of family. E.g. a Dettol soap ad shows everyone in the family using that soap and so is always protected from germs. They show a florescent colour line covering whole body of each family member when compared to other people who don't use this soap.

10. Patriotic Advertisements

These ads show how one can support their country while he uses their product or service. For e. g some products together formed a union and claimed in their ad that if you buy any one of these products, you are going to help a child to go to school. One more cellular company ad had a celebrity showing that if the customers use this company's sim card, then they can help control population of the country.

11. Questioning the Customers

The advertisers using this technique ask questions to the consumers to get response for their products. E.g. Amway advertisement keeps on asking questions like who has so many farms completely organic in nature, who gives the strength to climb up the stairs at the age of 70, who makes the kids grow in a proper and nutritious ways, is there anyone who is listening to these entire questions. And then at last the answer comes - "Amway: We are Listening."

12. Bribe

This technique is used to bribe the customers with something extra if they buy the product using lines like "buy one shirt and get one free", or "be the member for the club for two years and get 20% off on all services."

13. Surrogate Advertising

This technique is generally used by the companies which cannot advertise their products directly. The advertisers use indirect advertisements to advertise their product so that the customers know about the actual product. The biggest example of this technique is liquor ads. These ads never show anyone drinking actual liquor and in place of that they are shown drinking some mineral water, soft drink or soda.

These are the major techniques used by the advertisers to advertise their product. There are some different techniques used for online advertising such as web banner advertising in which a banner is placed on web pages, content advertising using content to advertise the product online, link advertising giving links on different sites to directly visit the product website, etc.