

Persuasion Techniques



Propaganda and
Advertising

What is propaganda?

A means of convincing people:

- to buy a certain product
- to believe something or act in a certain way
- to agree with a point of view

Common persuasive techniques often used in advertising

- Bandwagon
- Celebrity/Spokesperson Endorsement
- Emotional Appeals/Transfer
- Glittering Generalities
- Humor
- Individuality
- Purr Words
- Repetition/Slogan
- Snob Appeal
- Ethical Appeal

Bandwagon

A statement suggesting that everyone is using a specific product, so you should, too!

Being “in the group” makes you feel secure.

The bandwagon effect created these fine internet sensations.....



Bandwagon



Bandwagon

JUST DO IT.



Bandwagon



Bandwagon



get on board
the #24

enter for a chance to win a once in a lifetime
kobexperience

2 winners & a guest win a trip to LA for a unique VIP bus
tour of the city through Kobe's eyes, a meet and greet with
#24 himself and more!

vitaminwater
GLACIUM

kobe gets his vitamins



SHABOOTY



Celebrity

Spokesperson/Endorsement

A well-known person or a previous customer supports a product or service

Celebrity Endorsement



Testimonial from customer

“I received a call 10 minutes after sending the message”



Using one of the techniques Kevin shared, I received a call 10 minutes after sending the message with a contract offer!
Thanks Kevin!

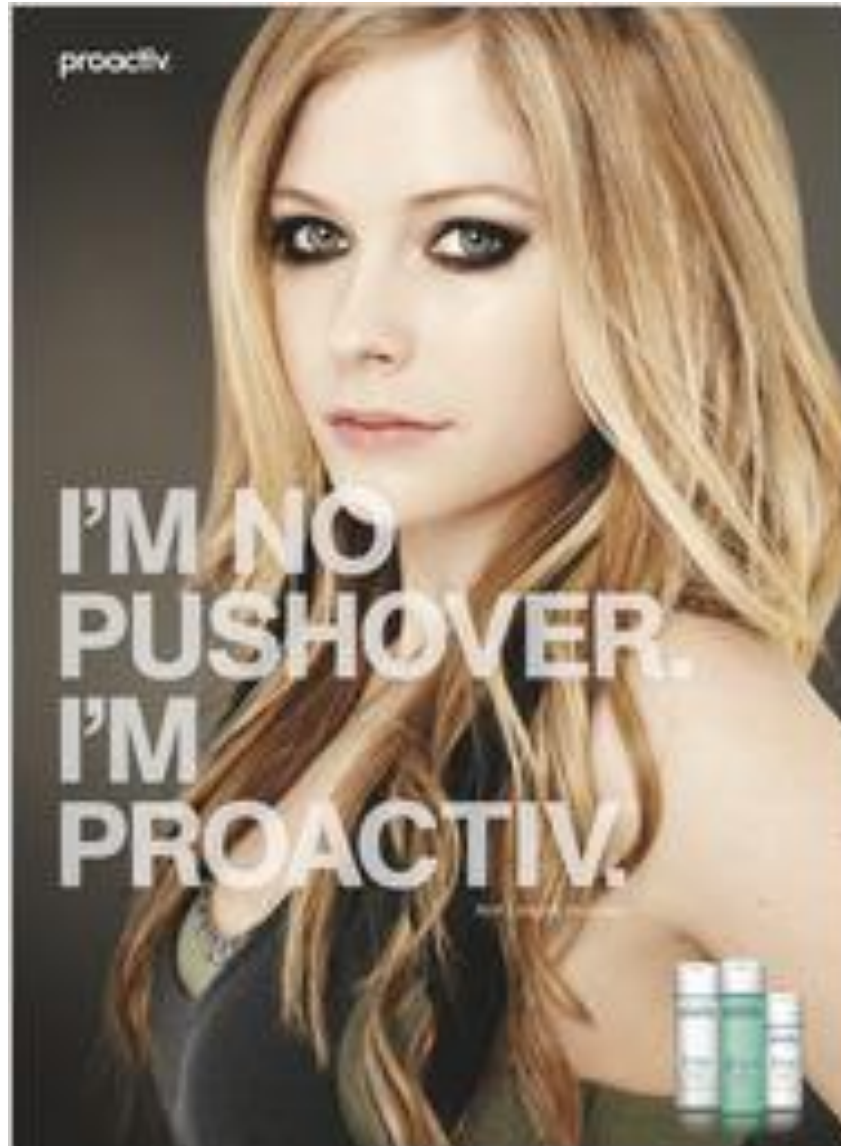
Theresa Moretti, *Marketing Professional*



Kevin Kermes
Your Career Attraction Mentor



Celebrity Endorsement



Emotional Appeals/Transfer

- Objects or other people are shown with the product or candidate being “sold” in hopes that your good feeling for those objects or people will transfer onto the product or candidate.
- **THE *TRANSFER* OF GOOD FEELINGS FROM A BACKGROUND OBJECT TO THE MAIN OBJECT.**

Transfer Examples:



Transfer Example:



Transfer Example:



Glittering Generalities

Vague words that appeal to values that most people agree with. Often there is a lack of evidence to back up the claims.

Glittering Generalities



Safe...Caring...Qualified

Developmental Education Curriculum
Infant - 6 years (Year Round)

- Music
- Dance
- Field Trips
- Arts & Crafts
- Potty Training
- Physical Activity
- Nutritious Meals & Snacks
- 6:30 am - 7:00 pm

- *High Teacher to Child Ratio
- *Ultra Safe Child Friendly Facilities
- *Certified, Degreed Faculty
- *Loving, Caring People

 The Panda Daycare School
3650 Main Street Fairfax
378-8386

Glittering Generalities



Glittering Generalities





Humor

diverts the audience and gives a reason to laugh often through the use of clever visuals and/or language.

Humor



Humor



Individuality

The opposite of bandwagon: people want to be unique and thought of as an individual

Individuality...



**HAVE IT
YOUR WAY.®**

You have the right to have what you want, exactly when you want it. Because on the menu of life, you are "Today's Special". And tomorrow's. And the day after that. And... well, you get the drift. Yes, that's right. We may be the King, but you my friend, are the almighty ruler.

EST. 1954

Purr Words

Words that make the product seem more desirable but give no details about the product.

“NEW IMPROVED TIDE”

Purr Words.....



Repetition/Slogan

A catchy phrase or statement often used to sell a service or a product

Example



Example



They're
GRRRRRRREAT!

Repetition:

The name of a product is repeated many times



HEAD ON Apply directly to the forehead



HEAD ON Apply directly to the forehead



HEAD ON Apply directly to the forehead

Snob Appeal

Just the opposite of “bandwagon”. Its message suggests: “Buying our product will make you better than everyone else-- especially since other people can't afford it.”

Example



How the person who owns the snowplow company gets to the snowplow company.

Mercedes-Benz will not let weather get into the driver's line of vision. Because of our exclusive vision system through a better than glass. Make it because that's the ultimate performance and safety feature of the Mercedes-Benz S-Class. So we give you with the S-Class, the most advanced car by your money. Mercedes-Benz. But please click in the picture truck.  The S-Class

Example



TIFFANY & CO.

Ethical Appeal

Tries to get acceptance through appealing to morals and values.

Ethical Appeal

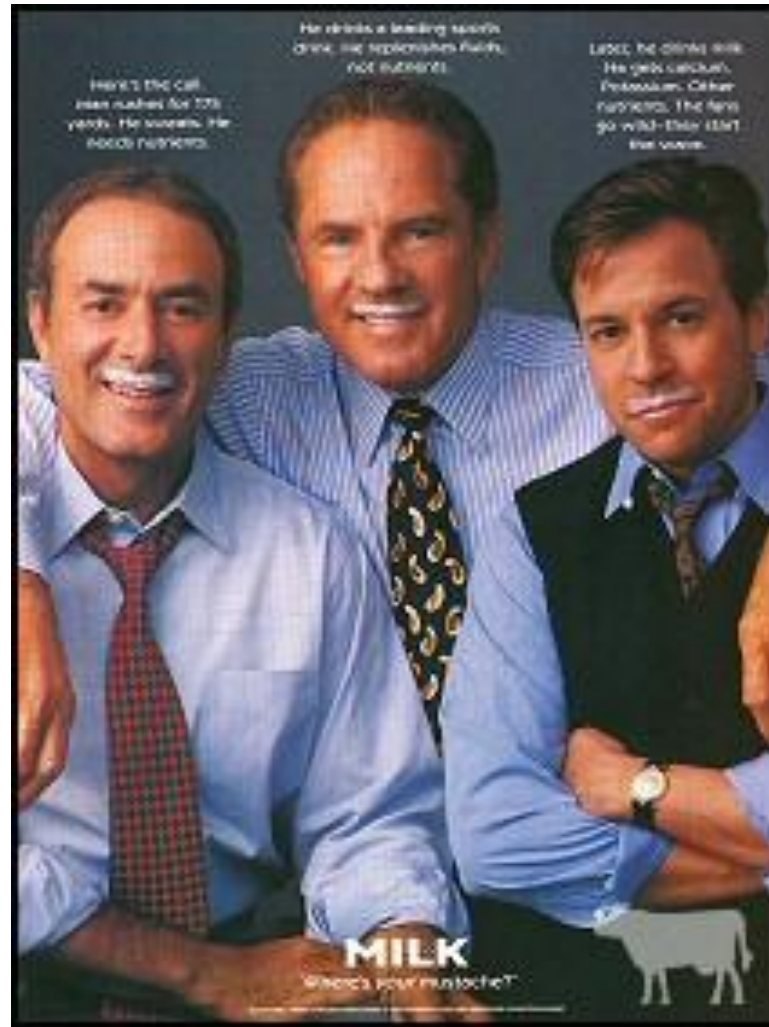


Audience Awareness

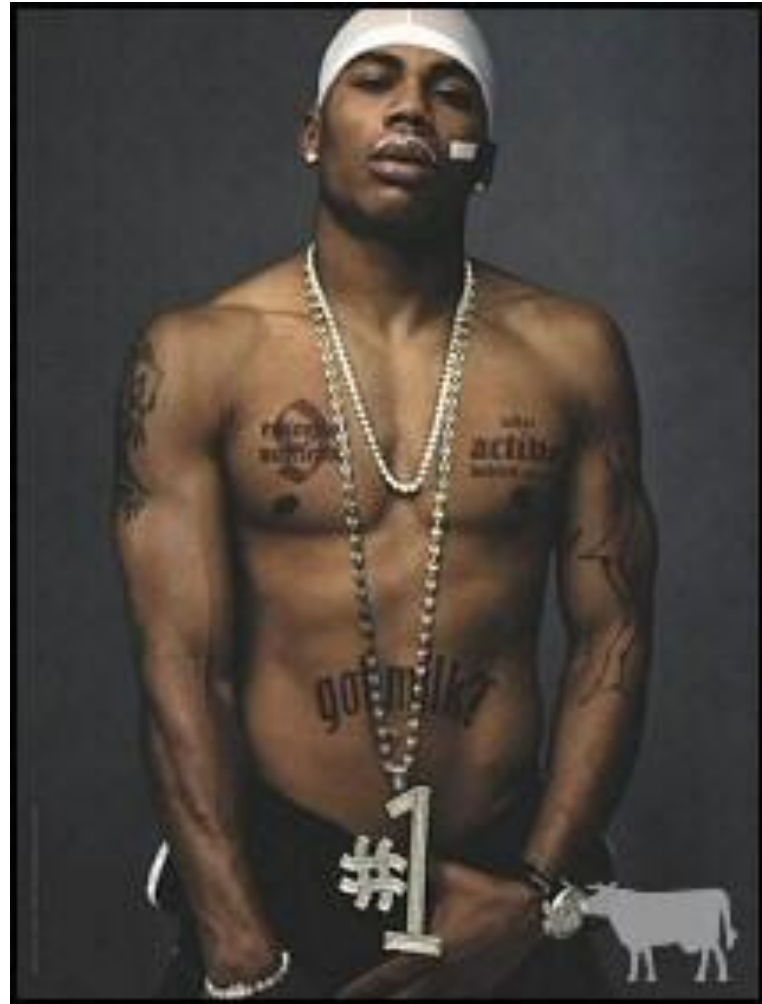
Advertisers know how to

- target their audiences
- use appropriate persuasive technique

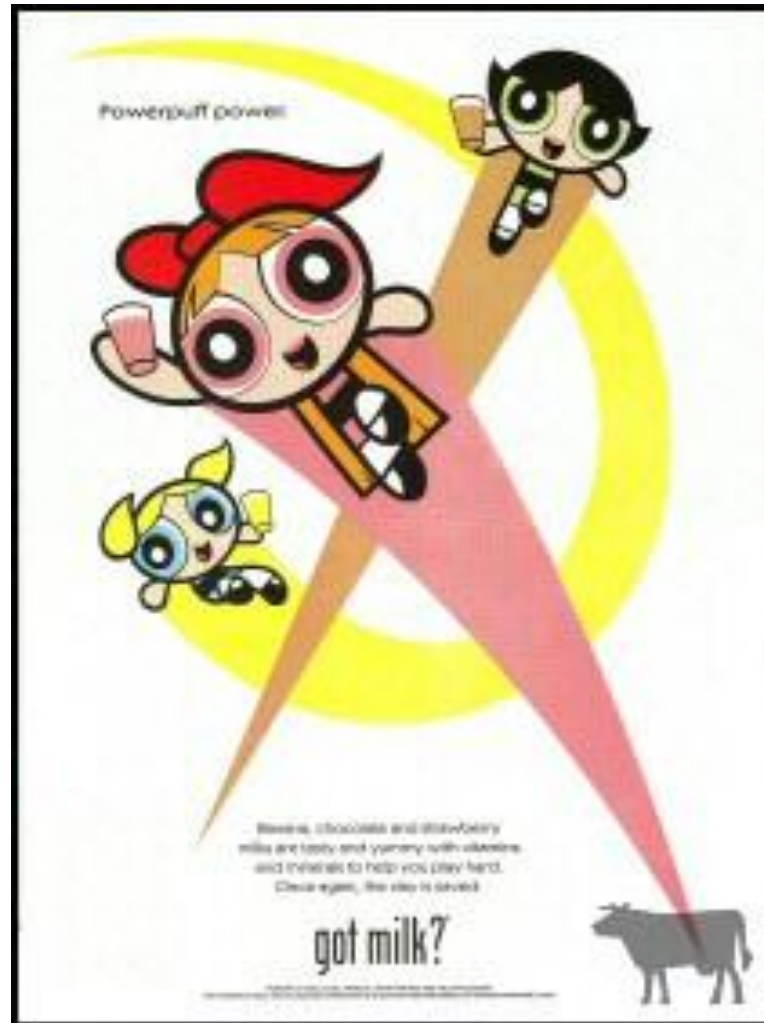
Target Audience?



Target Audience?



Target Audience?



Target Audience?



Target Audience?



got milk?

Recent studies suggest that including 24 ounces of lowfat or fat free milk a day in a reduced-calorie diet may help you lose more weight than eating calorie alone.

Something to watch:

Your weight, like all behaviors leading to obesity, isn't changing overnight. But research shows that you can lose weight and keep it off by making small changes to your diet. So don't wait to get started. And to your health!

lose your diet. Lose weight.

American Heart Association

got milk?

Target Audience?



Quiero un papel protagónico en su futuro.

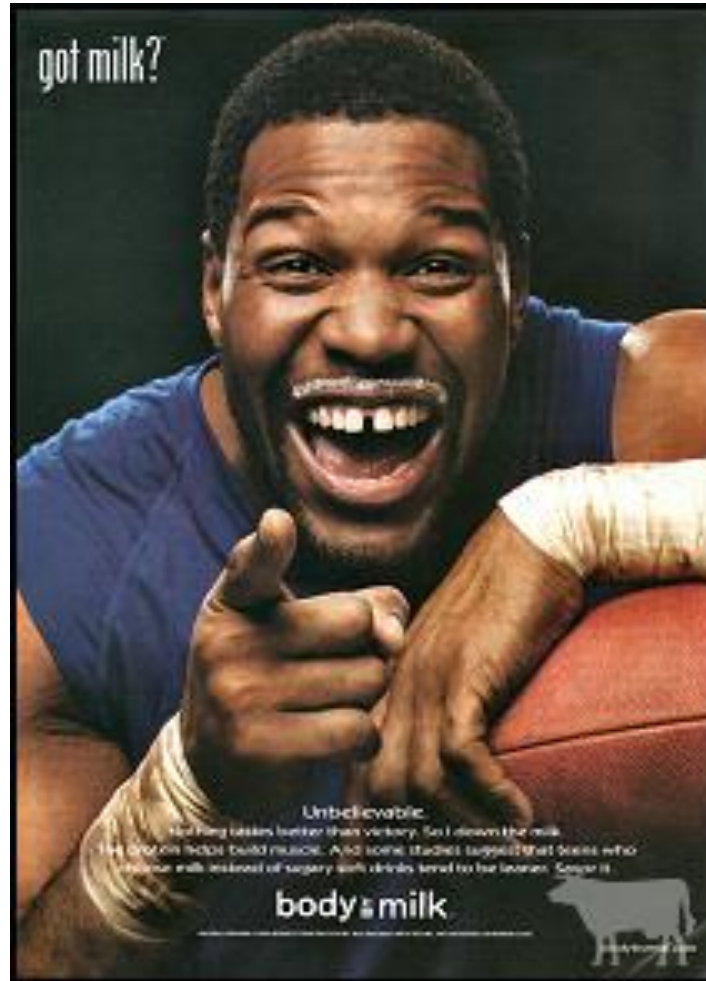
Para el niño que está creciendo bien es la mejor decisión que puedo tomar. De hecho, los expertos, es la leche es el más importante, por eso le doy siempre 3 vasos de leche baja en grasa al día. La leche baja en grasa tiene los mismos 9 nutrientes esenciales que la leche entera, incluyendo proteína para ayudar a construir músculos sanos. Yo quiero que crezca sano, fuerte y en forma, por eso permítenles a ellos, disfrutar la leche y elegimos la leche como la protagonista de nuestra alimentación.

got milk?
más leche, más logro.

Para información más: www.gotmilk.com
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Target Audience?





On the back of your Persuasive Techniques Sheet...

- 1) Which technique do you see the most often? Give an example.
- 2) Which technique is the most persuasive? Explain why you think this technique influences consumers.

Quick review

- Slogan
- Target audience