

Advertising Techniques Worksheet

Name \_\_\_\_\_ Hour \_\_\_\_\_

Directions: On a separate sheet of paper, number your paper 1 to 3. Watch three television commercials. For each commercial, write the product name and at least one advertising technique that is used in the commercial. Next, state how they use that technique by quoting the commercial or explaining what they are doing to use that particular technique.

Next, place a number four on your paper. Next to it write down a product you see advertised on a regular basis that is different from your first three products you've already analyzed above. In at least five sentences, tell me the advertising technique they use and then tell me how they could change the commercial by using another technique. Explain the change and the new technique.



Advertising Techniques

The following is a list of persuasive techniques that are often used to get us to buy products:

**Loaded words:** words with strong associations such as home, family, dishonest and wasteful.

**Buzzwords:** words that are popular and vague like "pure and natural."

**Transference:** associating a symbol with a product such as the Golden Arches and McDonald's.

**Name Calling:** comparing one product to another and saying it is weaker or inferior in quality or taste.

**Glittering Generality:** using words that glitter or sparkle such as "The candy bar tastes better, looks better and is less expensive." Car companies do this a lot when comparing their vehicles to another company's cars.

**Testimonial:** someone famous that people like and respect speaks for the product.

**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.

**Repetition:** they repeat an idea enough so that you think it must be true.

**Flattery:** they make you feel good for having the good sense to buy the product

**Plain Folks:** they say people "just like you" buy it

**Authority:** someone with authority tells you about the product

**Snob Appeal:** using this product means you're using the "best" product

**Hidden Fears:** they scare you into buying the product

**Facts and Figures:** saying things such as 9 out of 10 people prefer...

**Free and Bargain:** using these words to attract you to buy the product

**Urgency:** making you feel like you need the product right away

Directions: Fill in the blank with the correct advertising technique.

\_\_\_\_\_ "I eat this cereal every morning and I'm an Olympic champion!"

\_\_\_\_\_ "Only the smartest consumer will buy this product."

\_\_\_\_\_ "Your child may be unsafe without a Carsafe car seat."

\_\_\_\_\_ "As a policeman, I see a lot of crime. That's why I use Lockdown on my own car."

\_\_\_\_\_ "Look for the crown. It'll mean you're eating quality fast-food."

\_\_\_\_\_ "Kids love these treats. They'll eat 'em up every time. Schools are serving these as part of their lunch programs because all of the students really like the taste. My own kids think they're delicious and eat them like nothing else they've ever eaten."

\_\_\_\_\_ "All the cool kids in school will be wearing Hottie Jeans."

\_\_\_\_\_ "Don't delay, you can't afford to be without this window cleaner. It will allow you to see the world you have been missing. Hurry, buy it today!"

\_\_\_\_\_ "90% of my child's teachers agree that Hooked on Phonics really worked!"

\_\_\_\_\_ "The succulent taste of our butter fried chicken will make your mouth water."

\_\_\_\_\_ "You won't find prices this low again. Our cars are being sold at such low prices they're practically free!"