

## TOOL 6 - TECHNIQUES USED IN ADVERTISING

Many advertisements do not just try to sell you a product but, a way of life. They use many techniques to achieve this. Read through the following list of techniques and try to name an advertising campaign that you think uses one of these techniques. You may use the same answer more than once.

TECHNIQUES USED IN ADVERTISING	ADVERTISEMENT
<b>Music: a particular song or annoying jingle that identifies a particular product</b>	
<b>Colour: strong, bold, bright colours in the ad or a certain product will be associated with a particular colour</b>	
<b>Sound: specific noises will be used in the ad to evoke happiness, excitement etc.</b>	
<b>Science: some ads rely on scientific facts and figures to convince you of the quality of their product</b>	
<b>Fantasy: use this product and you will be just like the people in this ad, perfection is possible</b>	
<b>Endorsement: from a well known media figure, message saying: well if I use this product it must be fantastic!</b>	
<b>Testimonial: this is actual 'real' people telling you about the product, we will believe our peers</b>	
<b>Scarcity: this is a rare product, time is running out, only a few left, for one week only...</b>	
<b>Repetition: the name of the product is said over and over again to make sure that we remember it</b>	
<b>Comparison: advertiser compares to other leading brands but theirs is obviously the best!</b>	
<b>Consensus: everyone is doing this so you must too, largest selling, fastest growing...</b>	
<b>Emotional Triggers: that make us afraid not to buy the product, or make us laugh, make us feel happy, excited...</b>	
<b>Exaggeration: where the benefits to your life of the product will be overstated</b>	
<b>Sponsorship: this programme is brought to you by 'X', or, 'X' sponsors this programme</b>	
<b>Controversy: purposely say, show or do something controversial to make us think about and remember the ad / product</b>	
<b>Cuteness: the little furry puppies, the smiling, laughing, happy babies, the 'AAW' factor!</b>	
<b>Authority: experts telling us that this is the best product, surveys prove, in tests this product came out on top...</b>	
<b>Annoying or irritating: an annoying or irritating ad can be as effective if not better than an ad you really enjoy!</b>	
<b>Confusing: makes you think, so that later you still remember the ad</b>	