

ADVERTISING TECHNIQUES

Appeals to emotions: This technique exploits consumers' fears, misgivings, and parts of themselves they may be self-conscious about. The message targets vanity and creates doubt. The solution offered is, of course, to buy the product advertised.

Bandwagon approach: This technique tells people to do what everyone else is doing. It takes advantage of people's desire to conform. The bandwagon approach often exploits one's fear of missing out (or FOMO). Consumers don't want to be the odd one out by not buying the product.

Testimonials: This form of advertising uses well-known people, such as athletes, actors, and musicians, or even ordinary folks to endorse products. The concept is that if these people like the product or service, the average consumer will like it, too. These ads also imply that some of the fame of the celebrity might just "rub off" on the user.

Retargeting Ads: These ads use information collected about consumers online based on their interests, search habits, and products they have viewed. This technique is used to create an algorithm that repeatedly displays online ads of products that the consumer is more likely to buy, as opposed to static ads found in television commercials, on billboards, and in print media.

Superiority appeal: This technique implies that it would be flattering or prestigious to be like the rich person in the ad. It suggests that the consumer can become superior to friends and neighbors by purchasing the product. Many luxury car advertisements use this technique.

Brand names: A brand name is a word or logo for a product or service. Many companies know how powerful brand-name identification is, so they spend a lot of money advertising and building consumer awareness of their product. Consumers are influenced by names they see frequently in newspapers and magazines or on television.

ADVERTISING CAMPAIGN EVALUATION

Group Members

RATING SYSTEM:

**** outstanding ** good
*** excellent * poor

GROUP	PRODUCT	ADVERTISING TECHNIQUE	WHAT WAS EFFECTIVE	WHAT COULD BE IMPROVED	RATING

PRODUCTS FOR ADVERTISING CAMPAIGNS

Directions: Cut the following product descriptions into strips so that group volunteers can each draw one.

Basketball that does not bounce

Candy that tastes like sawdust

A light bulb that lasts only five minutes

Music app that only plays songs backward

Dog collar that makes the dog bark

Suntan lotion that causes sunburn

Automobile that gets only six miles per gallon of gas

Soft drink that makes you tired

A smartphone with a one-hour battery life

Clothing detergent that leaves your clothes smelling like dirt

Perfume that smells like gasoline