

17. Project: Advertising and Persuasion

Create a fictitious product. Be creative — it can be anything you want, including clothing, a beverage, food, a gadget, a video game, or whatever.

-What is the product you are creating? Describe it in at least three sentences:

Using the ten advertising strategies that are discussed in this chapter, think of a way you could use each strategy in a commercial to sell your product. Explain in detail how you would go about using each strategy to sell the product.

1. Bandwagon Approach= an advertising technique dependent on the desire of people to do what others are doing. In these types of ads, the product is typically being used by a large number of people. The goal is to have other people follow.
 - a. How would you use this approach in your advertisement?

2. Celebrity Testimonial = an advertising technique that involves showing a famous and admired person using a product and speaking highly about it.
 - a. How would you use this approach in your advertisement?

3. Name Calling= an advertising technique in which an advertiser makes a brand look favorable by speaking badly about another product.
 - a. How would you use this approach in your advertisement?

4. Image Advertising/Association = an advertising technique that connects products with highly emotional and often abstract images. For example, a company might try to sell lots of barbecue grills by connecting with images of American flags.
 - a. How would you use this approach in your advertisement?

5. Omission= an advertising technique that involves leaving out facts about a product showing attractive images that make a product more appealing.
 - a. How would you use this approach in your advertisement?

6. Persuasion= the art and science of trying to get people to do what you want.
 - a. How would you use this approach in your advertisement?

7. Repetition/ Salience= an advertising technique in which the advertiser attempts to get a consumer to remember a product by frequently repeating a product's name, frequently showing images of the product and/or its logo, and by frequently running an ad.
 - a. How would you use this approach in your advertisement?

8. Scaling= an advertising technique in which a product is visually made to look "larger than life" and therefore more appealing.
 - a. How would you use this approach in your advertisement?

9. Selective Editing= an advertising technique in which the advertiser who is filming the advertisement includes only the film segments that make the product look most appealing.
 - a. How would you use this approach in your advertisement?

10. Use of Humor= an advertising technique in which an advertiser attempts to grab the audience's attention by being funny.
 - a. How would you use this approach in your advertisement?