

ACTIVITY 7B

DON'T BE INFLUENCED STUDENT HANDOUT

MARKETING TECHNIQUES USED IN ADVERTISING Handout

Sentimental - Makes you think of family and taking care of people. Brings to mind feelings of the way grandma used to do it.

Bandwagon - Everyone is buying it. It's the thing to do. It makes you accepted as part of the crowd.

Entertainment - Makes you think of good things and experience feelings of excitement and fun.

Information - Gives simple, direct facts and details.

Appealing - Appeals to the senses. It attracts through beauty and sexuality of people, places, and things.

Numerical/Scientific Claims - Provides very impressive statistics or scientific data that may not mean anything.

Endorsements - Popular sports figures, TV and movie stars, recording artists, and others tell you about the product.

Lifestyle - Links product with certain lifestyle or way of doing things, such as the perfect family does this, sports lovers do this, or those who are successful do this.

BE AN AD CRITIC HANDOUT

ADVERTISEMENT #	
What is the ad selling?	
What do you like about the ad?	
What do you dislike about the ad?	
What marketing technique is being used?	
Who is the target audience?	

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