**Persuasion Techniques in Advertising**

**Buzz words** Popular phrases or expressions that have a good feeling. For example, think outside the box, pure, natural, people you can trust, smart money and old fashioned values.

**Regular folks**  People just like you buy it, so why don't you? For example, a man with strong jaw and a wrinkled face says he eats eggs every day.

**Technical words**  Information that provides scientific information. For example, computer and camera ads will refer to specifications, such as RAM and 1152 x 864 megapixel resolution.

**Experts** Someone with authority tells you to buy it. For example, Three out of five doctors recommend our brand of cough medicine. The advertisers often do not tell how many or few doctors were contacted, whether the doctors are able to judge the product and whether the doctors were paid to promote the product.

**Symbols** These ads associate a positive object with the product. For example, if the advertisement has a Canadian flag waving in the background, you might think buying the product is a Canadian thing to do. A beautiful waterfall might lead you to believe that using this product is natural.

**Famous folks** Someone you respect says the product is good. For example, Tiger Woods or Alicia Keys uses this blue soap.

**Bandwagon** Everybody is buying it. If you do not, you will be left out. For example, the advertisement shows thousands of people heading towards a place or buying a product.

**Snob appeal** These ads convince you to look better than someone else. Advertisers try to convince you their product makes you look rich or powerful. For example, the ad for an insurance company shows people sailing in a beautiful yacht behind the company’s logo.

**Glittering generality** Information in these ads is so general it sounds like a fact, but it is not. For example, Many people believe . . . How many is many? Nine out of 10 individuals we asked preferred . . . What the ad might fail to tell you is who those 10 people are and what question they were asked and whether they were paid to give an answer.

**Fear** These ads try to scare you or convince you something bad will happen if you do not buy the product. For example, if you do not buy our product now, you will never be able to afford it later.

**Criticism of other products** These ads sell a product by making fun of or ridiculing the competition. For example, years ago two colours of salmon were canned–pink and red. A company that sold pink salmon advertised that “Our salmon is guaranteed not to turn red in the can.”