

Advertising Appeals and Strategies

Advertising is a type of persuasive message that is designed to motivate consumers to buy a product. The advertising industry uses specific techniques to appeal to their target audience. This is a list of some appeals and techniques that are used in advertising. Often advertisements make use of several appeals or techniques.

- **Testimonial Appeal:** In this technique, a celebrity or authority figure endorses the product. This could be a celebrity, sports star, or “professional” (i.e. dentist endorsing toothpaste).
- **The Slice of Life Appeal:** This is a technique based on a conflict or problem/solution. It tries to engage people who have the problem or people who want to avoid getting the
- **The Lifestyle Appeal:** In this technique, an advertisement provides a glimpse from a particular lifestyle or way of living. The hope is that the audience will desire this lifestyle and transfer that longing to the product.
- **The Humor Strategy:** In this technique, humor is used to break through the "noise" of all the competition-advertising messages out there and get people to pay attention to the sales pitch. One of the most effective ways to get the audience's attention is to be funny -- if the attempt works and doesn't misfire. Must be sensitive to audience variables.
- **The Deal Appeal:** This technique involves making the audience a compelling offer, and telling them exactly how to get it. Key words associated with this technique are "free"
- **Bandwagon Appeal:** This technique uses peer pressure to influence the consumer. If everyone else is doing it so should you.
- **Name Calling Appeal:** In this technique, the advertiser compares its product or service to the competition in a way that is favorable to the advertiser.
- **Exaggeration Strategy:** This technique takes the basic idea and exaggerates it. These advertisements exaggerate the benefit, the problem, the size, and/or the physical appearance of a product or idea. Caricatures
- **Personification Strategy:** This technique gives human characteristics to a product,

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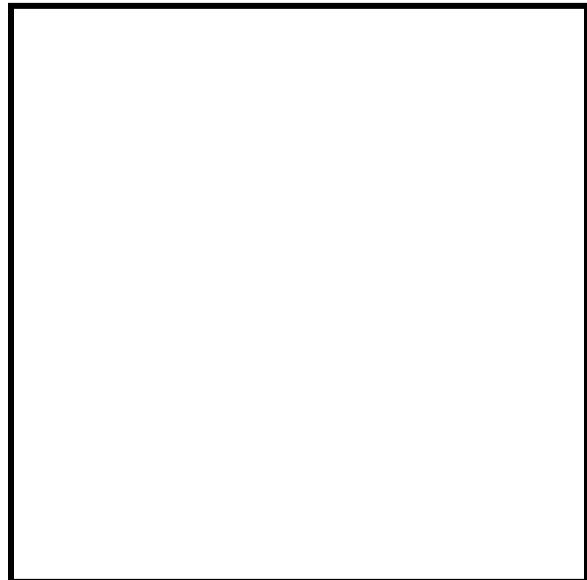
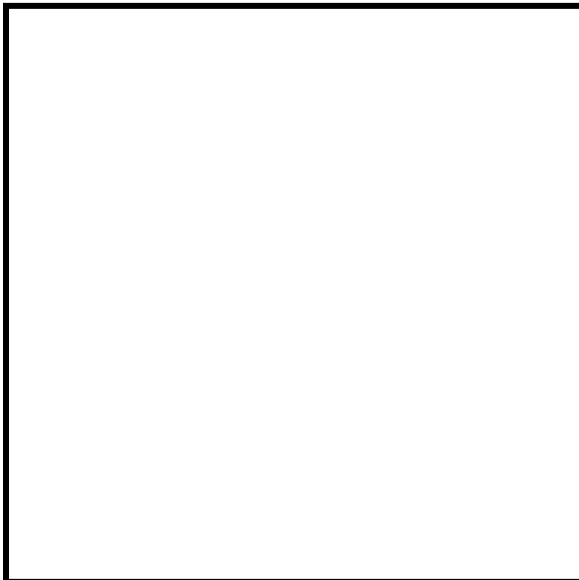
Group members

Product Name: _____

Target/Market Audience: _____

Product Description: _____

Logo



Headline/Product Slogan:

Option #1: _____

Option #2: _____

Option #3: _____

Communication Objective: _____

Appeal or Strategy:

Strategy #1: _____

How: _____

Strategy #2: _____

How: _____

Strategy #3: _____

How: _____

Visual Appeal: _____
