**PROJECT: ADVERTISING AND PERSUASION**

Describe how advertising strategies are be used to sell a fictitious product

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

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.

**Assignment Guidelines:**

Describe your product in two to three sentences. Next, describe how you would apply the nine advertising strategies using two to three sentences for each strategy. This doesn’t have to be in essay form.

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| **ADVERTISING TECHNIQUE** | **DESCRIPTION OF TECHNIQUE** |
| 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. |
| celebrity testimonial | an advertising technique that involves showing a famous and admired person using a product and speaking highly about it |
| emotional elements | an advertising technique that appeals to an emotional aspect of the target population |
| name calling | an advertising technique in which an advertiser makes a brand look favorable by speaking badly about another product |
| omission | an advertising technique that involves leaving out facts about a product showing attractive images that make a product more appealing |
| 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 |
| scaling | an advertising technique in which a product is visually made to look "larger than life" and therefore more appealing |
| 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 |
| use of humor | an advertising technique in which an advertiser attempts to grab the audience's attention by being funny |