



# Persuasion Techniques in Commercials

(Your Name)



# What is persuasion?

A means of convincing people to:

- Buy a certain product or service
- Believe something or act in a certain way
- Agree with a point of view



# Common Persuasive Techniques

- Slogan
- Repetition
- Comedy
- Bandwagon
- Comparisons/Attacking Rivals
- Testimonial
- Endorsement
- Puffery
- Emotional Appeal
- Expert Opinion

# Slogan

A catchy phrase or statement often used to sell a product or a service.



# Repetition

The name of a product is repeated many times.



# Comedy

Appealing to your customers using humor.

**Picks up five  
times  
more women  
than a  
Lamborghini.**



Forget your Italian racers. This little babe-magnet is the Daihatsu Hijet MPV. Don't laugh. It packs in six comfortable seats, of these rednecks! A five-speed gear box. Two sun roofs for when things get hot. And even a 3 year/60,000 mile warranty guarantee! Staying power. But what really makes the Hijet MPV so attractive? The £16,563 change from a Lamborghini price. Our price is just £8,697 on the road. For more information call us on 0800 521 700. **THE HIJET MPV.**

**NO-NONSENSE VEHICLES**

**DAIHATSU**

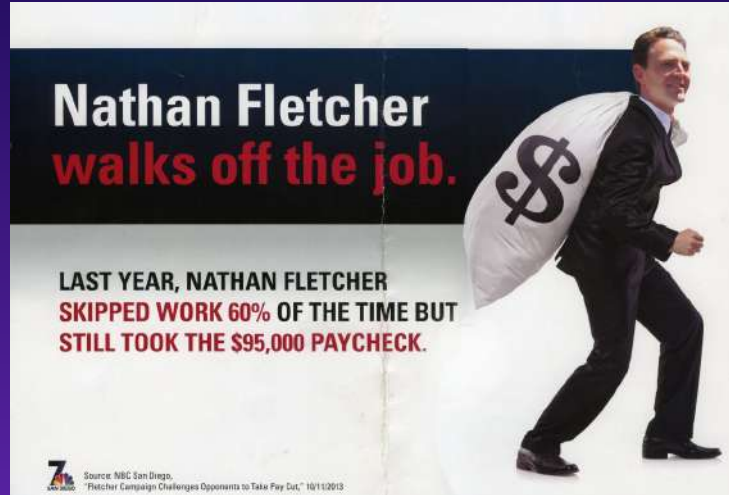
# Bandwagon

A statement suggesting that everyone is using a specific product, so you should to.



# Comparisons/Attacking Rivals

Advertising that attempts to make one company or person seem better than another by attacking the competition.





# Testimonial

Positive statement is made about a product or service.

An advertisement for Proactiv+ featuring actor Adam Levine. He is holding a white tube of Proactiv+ Skin Smoothing Exfoliator. The background is white with large, bold text and a quote from him. An orange button is at the bottom right.

proactiv+

Skin Smoothing Exfoliator

“ PROACTIV+  
IS A **GAME  
CHANGER.**”

“It’s not just treating your breakouts. You’re taking care of your skin at the same time.”  
—Adam Levine

**ORDER NOW**

# Endorsement

Reflects the opinions, beliefs, or experiences of a person.



# Puffery

Exaggerated claims or descriptions intended to increase a product's reputation and appeal.



**EASYTONE™**

**TONES**  
KEY LEG MUSCLES

EasyTone uses balance pods in the shoes to create natural instability, much like walking on a sandy beach, which encourages toning through increased muscle activation in 3 key areas of the leg.\*

The best part is that EasyTone works while you walk the dog, walk down the aisle, country line dance, chase after a bus, do the walk of shame... actually, when doesn't EasyTone work?

FOR MORE TECHNICAL INFORMATION ▶

**SHOP EASYTONE™ SHOES** ▶

**360° VIEW** ▶

**28%**  
GLUTEUS MAXIMUS

**11%**  
HAMSTRINGS

**11%**  
CALVES

**Reebok**

**Reebok**  
EASYTONE

# Emotional Appeal

A person is made to have strong feelings about a situation or product.



# Expert Opinion

Experts approve this product, so you should use it.



"I recommend Sensodyne."  
Dr. Alexander Smith,  
Dentist, Chicago.

**EXPERT**  
SENSITIVITY RELIEF  
**PLUS**  
THE BENEFITS  
OF DAILY TOOTHPASTE

**SENSODYNE** EXTRA WHITENING  
Relieves Rapidly Sensitivity

#1 Dentist Recommended Brand for Sensitive Teeth  
\*with twice daily brushing



# Commercial Examples

View the following commercials and then answer the questions on the slide that follows each commercial.

Pay attention to the persuasive techniques used and whether you think they were effective.

# Commercial #1:



# Commercial #1 Questions:

**Describe what happened in this commercial.**

**Who do you think the target market is for this commercial?**

**What persuasive technique do you think this commercial uses? Explain.**

**Was the persuasive technique effective? Why or why not?**



## Commercial #2:



## Commercial #2 Questions:

**Describe what happened in this commercial.**

**Who do you think the target market is for this commercial?**

**What persuasive technique do you think this commercial uses? Explain.**

**Was the persuasive technique effective? Why or why not?**

## Commercial #3:



# Commercial #3 Questions:

**Describe what happened in this commercial.**

**Who do you think the target market is for this commercial?**

**What persuasive technique do you think this commercial uses? Explain.**

**Was the persuasive technique effective? Why or why not?**

## Commercial #4:



# Commercial #4 Questions:

**Describe what happened in this commercial.**

**Who do you think the target market is for this commercial?**

**What persuasive technique do you think this commercial uses? Explain.**

**Was the persuasive technique effective? Why or why not?**

# Commercial #5:



# Commercial #5 Questions:

**Describe what happened in this commercial.**

**Who do you think the target market is for this commercial?**

**What persuasive technique do you think this commercial uses? Explain.**

**Was the persuasive technique effective? Why or why not?**



# Commercial #6:



# Commercial #6 Questions:

**Describe what happened in this commercial.**

**Who do you think the target market is for this commercial?**

**What persuasive technique do you think this commercial uses? Explain.**

**Was the persuasive technique effective? Why or why not?**

# Commercial #7:





# Commercial #7 Questions:

<b>Describe what happened in this commercial.</b>	
<b>Who do you think the target market is for this commercial?</b>	
<b>What persuasive technique do you think this commercial uses? Explain.</b>	
<b>Was the persuasive technique effective? Why or why not?</b>	