

Advertising Persuasion Techniques

Print Advertising Across the Centuries

Persuasion Technique	Explanation	Example(s)
Rational Appeal	Provides straightforward information that emphasizes the practical, functional, or utilitarian need for the product or service.	Highway safety, slow down in work zones
Emotional Appeal	Evokes positive feelings for the promoted product or service and/or negative feelings towards one or more competing products or services.	Gerber® baby food, healthy baby
Visual Appeal	Uses eye-catching imagery, graphics, symbols, colors, and/or fonts to attract consumers to the product or service.	Target®
Bandwagon Appeal	Suggests/claims that consumers need/want the product or service because everyone else does.	Cars, you should want a nice car because your neighbor has one
Teen Appeal	Uses music, words, and trends popular with young people to convince them of their need/desire for the product or service.	Gap®, iPod®

Persuasion Technique	Explanation	Example(s)
Snob Appeal	Suggests/claims that using the product or service will set consumers apart from and/or above others.	Vera Wang®, Kate Spade®, Burberry®
Sex Appeal	Suggests/claims that using the product or service will make consumers more attractive and appealing.	Hair color, makeup
Humor	Uses humor and comedy to make consumers laugh, helping them to view the product or service favorably.	Quizno® monkey
Expert Testimonial	Provides commentary from experts about the merit of the product or service.	Over the counter medicine, doctor provides reasons why it is a good product
Celebrity Testimonial	Uses celebrities to validate the merit of the product or service.	Michael Jordan and shoes
New and Improved	Highlights the ways in which the product or service is new and, therefore, better than the company's old product or service or a competitor's current product or service.	Computers, faster and smaller

Persuasion Technique	Explanation	Example(s)
Special Offer	Provides limited-time price discount, money-saving coupon, or rebate form for the product or service.	Infomercials, "set it and forget it", Boflex®
Public Service	Suggests/claims that consumers will be providing a worthwhile public service by using the product or service.	Teacher, power of reading
Environmentally Correct	Suggests/claims that consumers will be helping to protect the environment by using the product or service.	Car, hybrid
Trademark Slogan/Logo	Uses a catchy, distinct, or easily recognizable slogan or logo to evoke positive feelings for the promoted product or service.	McDonald's® slogan of many years: "You deserve a break today." Nike® "swoosh" logo.