

ADVERTISING TECHNIQUES



TRANSFER



- ? THEY TRANSFER A FEELING THAT YOU HAVE ALREADY TO A PRODUCT.
- ? E.G.: USING TURKISH FLAG, ETC. TO SELL A TURKISH PRODUCT.

CHANGING *the* CONVERSATION



GLITTERING GENERALITIES

- ? THEY USE EMOTIONALLY APPEALING WORDS.
- ? THEIR APPEAL IS TO EMOTIONS SUCH AS
LOVE OF COUNTRY AND HOME,
DESIRE FOR PEACE
FREEDOM
GLORY, ETC.
- ? THEY ASK FOR APPROVAL WITHOUT
EXAMINATION OF THE REASON.

WANT ACTION?



Join U.S. Marine Corps!

APPLY TO NEAREST RECRUITING STATION

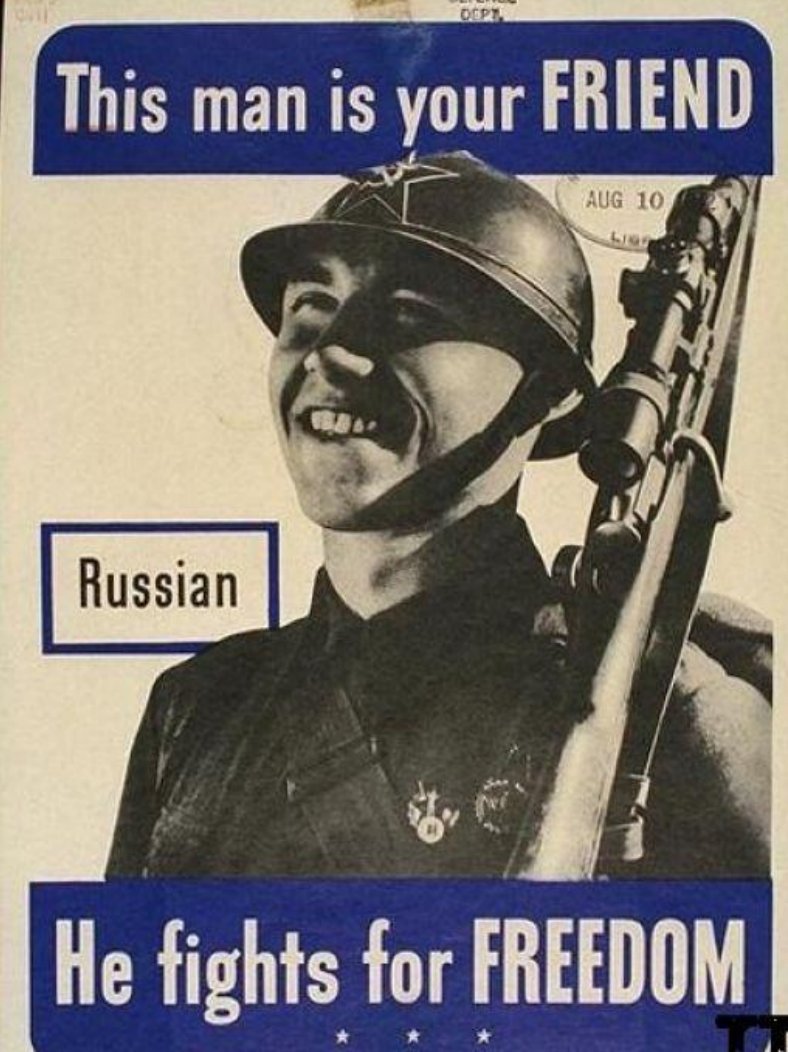
ALEX ANDERSON, FLA. '66

DEFENSE DEPT.

This man is your FRIEND

AUG 10

Russian



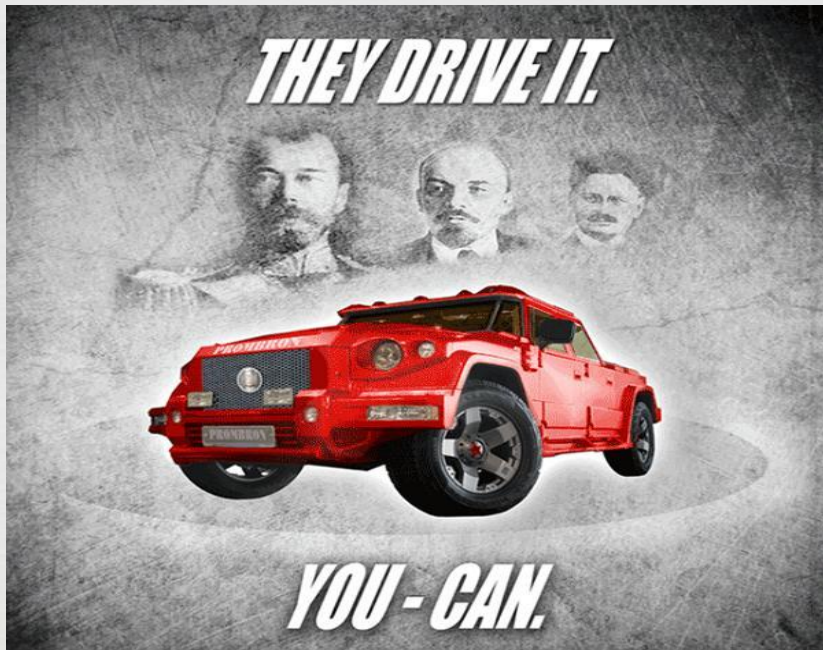
He fights for FREEDOM

For additional copies write to National Defense, Office of Training and Figures, Washington, D. C. . . Specify SP5 Jumbo No. 433915. U.S. GOVERNMENT PRINTING OFFICE: 1945

SNOB APPEAL



- ? THIS TECHNIQUE SUGGESTS THAT YOU CAN BE LIKE THE EXPENSIVELY DRESSED, PERFECTLY SHAPED PEOPLE WHO USE THIS PRODUCT.



PROMBRON® (ex.RussoBaltique) MONACO.RED.DIAMOND.
World presentation at Top Marques Monaco 2010.



FACTS AND FIGURES



? GIVING EXACT DATA, REAL NUMBERS

KEY ITEM RISES OVER THE LAST YEAR



PLAIN FOLKS



- ? THEY INTRODUCE US THE «AVERAGE JOE».
- ? IT HELPS US TO EMPHATIZE WITH HIM.
- ? IT GIVES THE AUDIENCE A SENSE OF TRUST AND COMFORT.

THE POWER OF PINE-SOL. WITH A FRESH LEMON SCENT.

*You know I love pine,
but this lemon
is heaven!*



Save 55¢ on any size of Lemon Fresh
Pine-Sol All Purpose Cleaner



Serving Coke serves hospitality



You remember and you look forward
to ice-cold Coca-Cola
from the family refrigerator as part of
the happiest occasions at home.

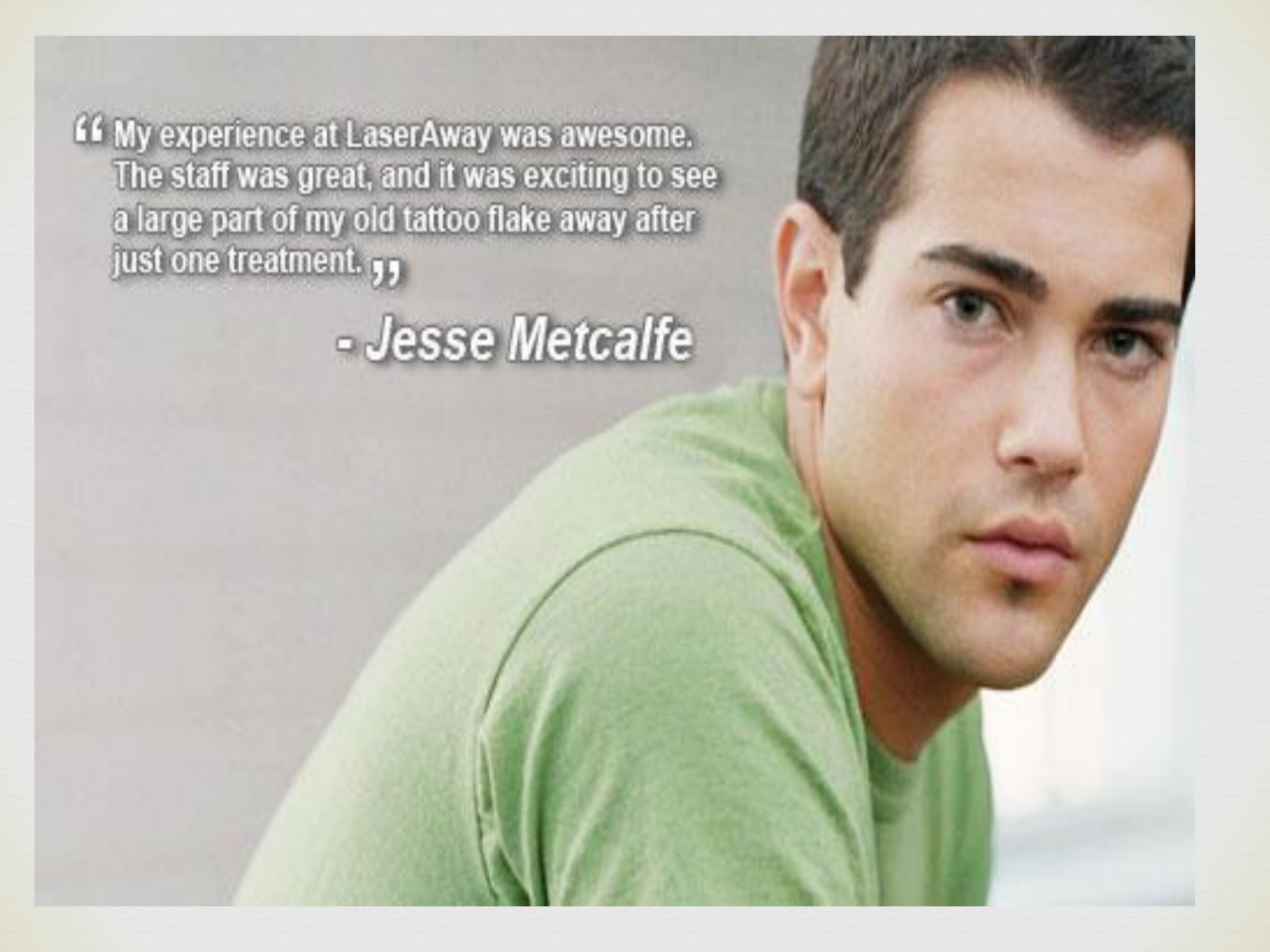


© 1955 The Coca-Cola Company

TESTIMONIAL

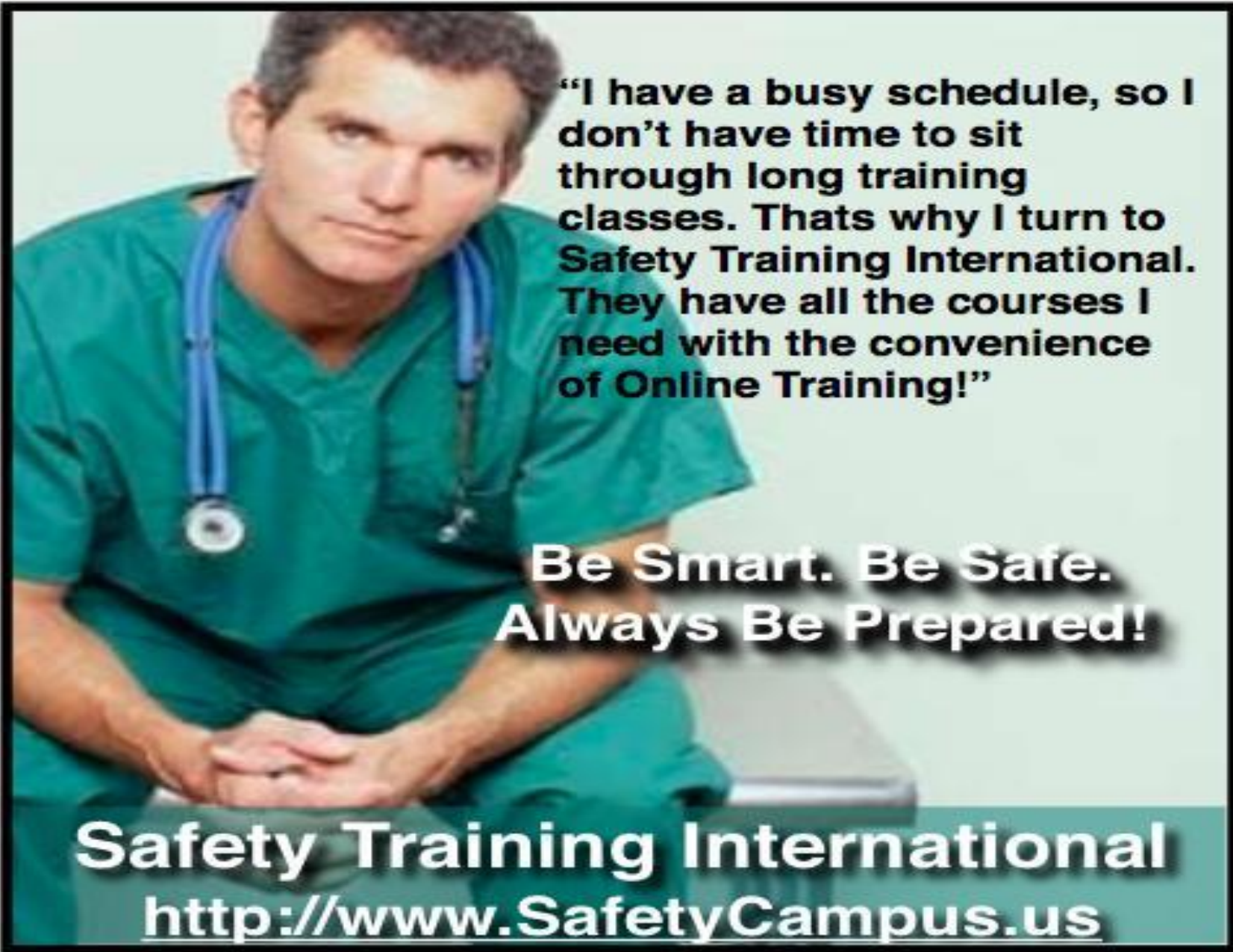


? FAMOUS PEOPLE RECOMMEND AN IDEA OR A PRODUCT.



“ My experience at LaserAway was awesome. The staff was great, and it was exciting to see a large part of my old tattoo flake away after just one treatment. ”

- *Jesse Metcalfe*



“I have a busy schedule, so I don't have time to sit through long training classes. That's why I turn to Safety Training International. They have all the courses I need with the convenience of Online Training!”

**Be Smart. Be Safe.
Always Be Prepared!**

Safety Training International
<http://www.SafetyCampus.us>

BANDWAGON



- ? THEY USE THE IDEA THAT EVERYONE BUYS THIS PRODUCT.
- ? «DON'T BE THE ONLY ONE WITHOUT IT.»



WIT & HUMOUR



? USING A SENSE OF HUMOUR.



REPETITION



The BIG sale
The BIG sale
The BIG sale
...ends friday

