**Publicity**

**ADVERTISING TECHNIQUES**

**WIT AND HUMOUR**

This is a common strategy deployed by companies that use clever language and humour to sell items or an idea to prospective consumers (e.g. a company shows a man doing improper renovations on his house because he did not use their product).

**FACTS AND FIGURES**

This advertising technique uses facts and figures to elevate the product into a realm of superiority (e.g. a fast food company promotes the superiority of their hamburgers based on the number sold worldwide).

**PATRIOTISM**

Advertising companies suggest that an individual is patriotic and supportive of their nation by purchasing the product (e.g. a clothing company boasts that their product was made in Canada and demonstrates your patriotism by wearing a logo).

**PLAIN FOLKS**

This advertising angle promotes the practicality of the product and its availability to a wide range of everyday customers “e.g. a restaurant suggests good menu value by showing a typical middle class family enjoying a meal).

**AVANT GARDE**

This advertising technique is used by companies who propose that purchasing their product puts the user ahead of the times (e.g. a car company suggests that purchasing a hybrid automobile is a reasonable and responsible step in the future of fuel consumption).

**SNOB APPEAL**

This advertising technique suggests that consumers who purchase this product are immediately associated with upper class or elite levels of society. Usually characters involved in these advertisements are promoting a luxurious lifestyle that can be attained by the consumer provided they buy what is being sold (e.g. an alcohol company shows well-dressed people enjoying their product on a yacht in the ocean).

**CARD STACKING**

This strategy can be identified when a company loads up on the positive qualities of a product without shedding light on any potentially negative attributes (e.g. a potato chip company highlights that their product has zero trans fats without mentioning the high quantity of saturated fats).

**BRIBERY**

An advertising company employs this strategy when they attach extras that the consumer will receive along with the initial purchase (e.g. a telephone company offers potential customers a free cell phone if they sign up for a three-year contract).

**TESTIMONIAL**

An advertising company will use a well-known individual (usually a famous athlete or entertainer) who will endorse the superiority of the product (e.g. Tiger Woods suggests you buy a specific type of razor blade or shaving cream).

**SIMPLE SOLUTIONS**

Advertising companies try to persuade consumers to ignore complex issues and promote the idea that purchasing a product can fix a variety of problems (e.g. buy this makeup and you will be attractive, popular and happy).

Pair up with an other student and look carefully at the advertisements provided. Try to identify the advertising technique being used in each image. You can go back and refer to *Handout 3: Advertising Techniques* to help you. Answer the following questions for each advertisement:

**Visual Advertising**

What advertising technique is being used in this advertisement?

How does the advertising company draw the attention of potential consumers?

**Video 1: Gillette |** [**http://www.youtube.com/embed/H7hxkAClnF4?rel=0**](http://www.youtube.com/embed/H7hxkAClnF4?rel=0)

Identify the advertising technique used in this video and explain how the advertising company is trying to manipulate potential consumers.

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Do you think this strategy is effective? Why or why not?

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**Video 2: Oil and Gas :** [**https://www.youtube.com/watch?v=GVsPT6ePKPw&t=50s**](https://www.youtube.com/watch?v=GVsPT6ePKPw&t=50s)

Identify the advertising technique used in this video and explain how the advertising company is trying to manipulate potential consumers.

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Do you think this strategy is effective? Why or why not?

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**Video 3: Rona |** [**http://www.youtube.com/embed/vM7jE16kcXA?rel=0**](http://www.youtube.com/embed/vM7jE16kcXA?rel=0)

Identify the advertising technique used in this video and explain how the advertising company is trying to manipulate potential consumers.

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Do you think this strategy is effective? Why or why not?

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**Video 4: Old Spice |** [**http://www.youtube.com/embed/uLTIowBF0kE?rel=0**](http://www.youtube.com/embed/uLTIowBF0kE?rel=0)

Identify the advertising technique used in this video and explain how the advertising company is trying to manipulate potential consumers.

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Do you think this strategy is effective? Why or why not?

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**Video 5: Old Spice Super Hero :** [**https://www.youtube.com/watch?v=DJPz4F-hZRo**](https://www.youtube.com/watch?v=DJPz4F-hZRo)

Identify the advertising technique used in this video and explain how the advertising company is trying to target younger men.

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Do you think this strategy is effective? Why or why not?

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**Video 6: Molson |** [**http://www.youtube.com/embed/X\_yW4-cgG4g?rel=0**](http://www.youtube.com/embed/X_yW4-cgG4g?rel=0)

Identify the advertising technique used in this video and explain how the advertising company is trying to manipulate potential consumers.

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Do you think this strategy is effective? Why or why not?

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After viewing all those publicity wich one is the furthest from your values and why ?

Video number ? \_\_\_\_\_\_\_\_\_

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