

# 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

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- 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

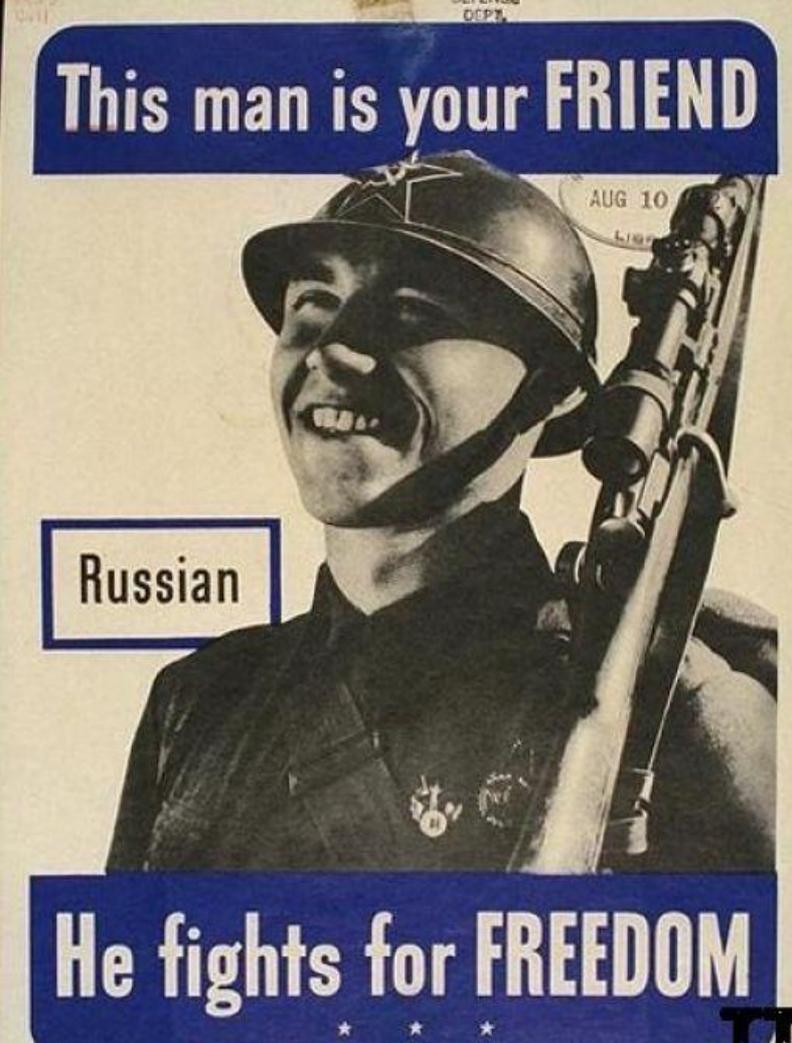
ALEX ANDERSON, FLA. '66

DEFENSE DEPT.

**This man is your FRIEND**

AUG 10

**Russian**



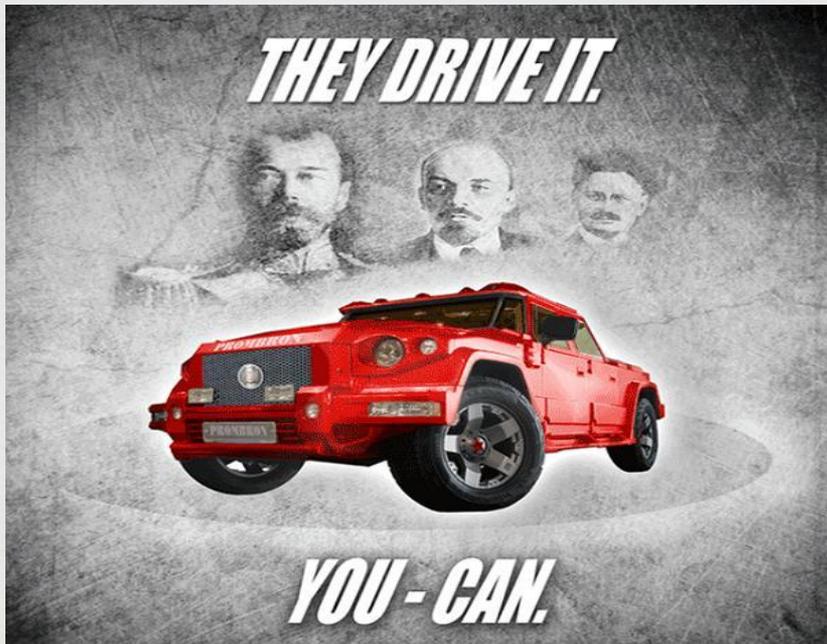
**He fights for FREEDOM**

For additional copies write to National Defense, Office of Training and Figures, Washington, D. C. ; Specify SP5 Jacket 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.

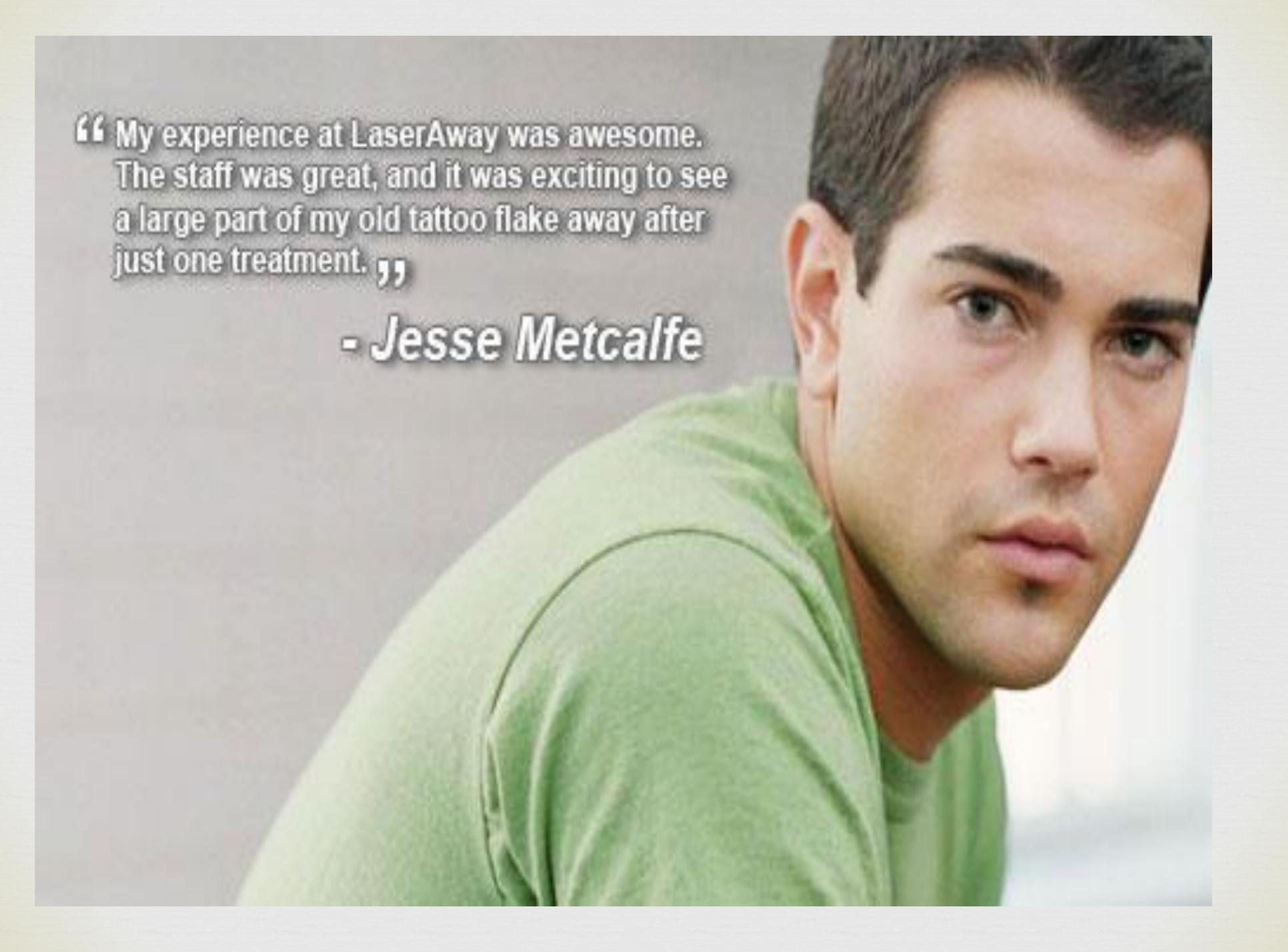


© 1955 The Coca-Cola Company

# TESTIMONIAL

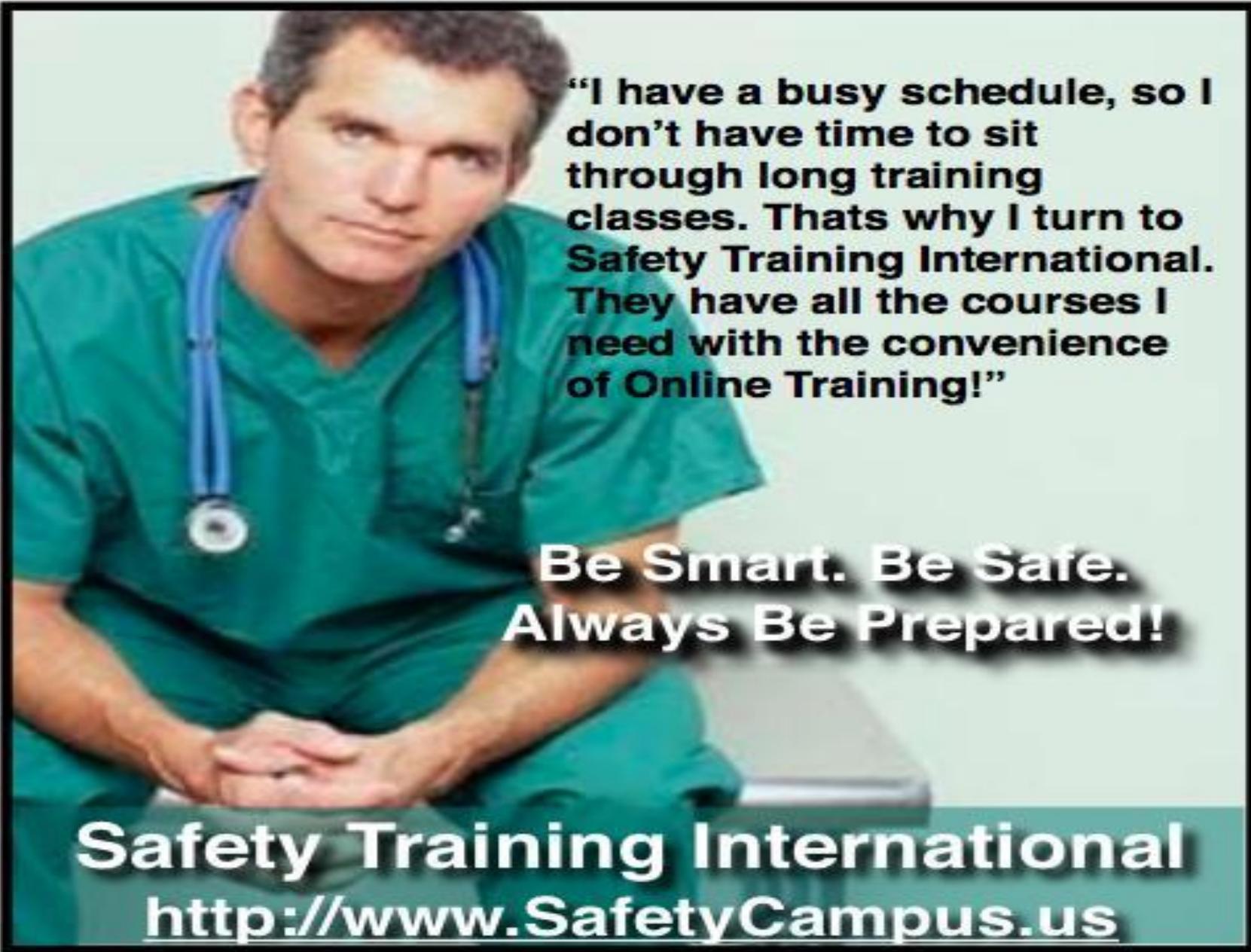


- FAMOUS PEOPLE RECOMMEND AN IDEA OR A PRODUCT.



“ 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

