



Creating an infomercial

Week-8
Lessons 1-2

Lesson objectives

Identifying persuasive techniques used in advertising

Analyze and discuss the persuasive techniques that were used in various advertisement

Create an advertisement by applying the learned persuasive techniques

Present advertisements to the whole class to assess which ads are the most convincing



Discussion

- Have you ever bought a product because of advertising?
- What advertised products do you have?
- What are some effective advertisements you have seen lately (on TV, newspaper, etc)?
- What makes an ad memorable and convincing?
- What is an infomercial?



What is an infomercial?

An infomercial is a form of advertisement which is aimed at educating the customer about a product or a series of products via television in the form of a program. Infomercial typically lasts longer than a regular advertisement and, thus, is more detailed.

What persuasive techniques might be used in infomercials?

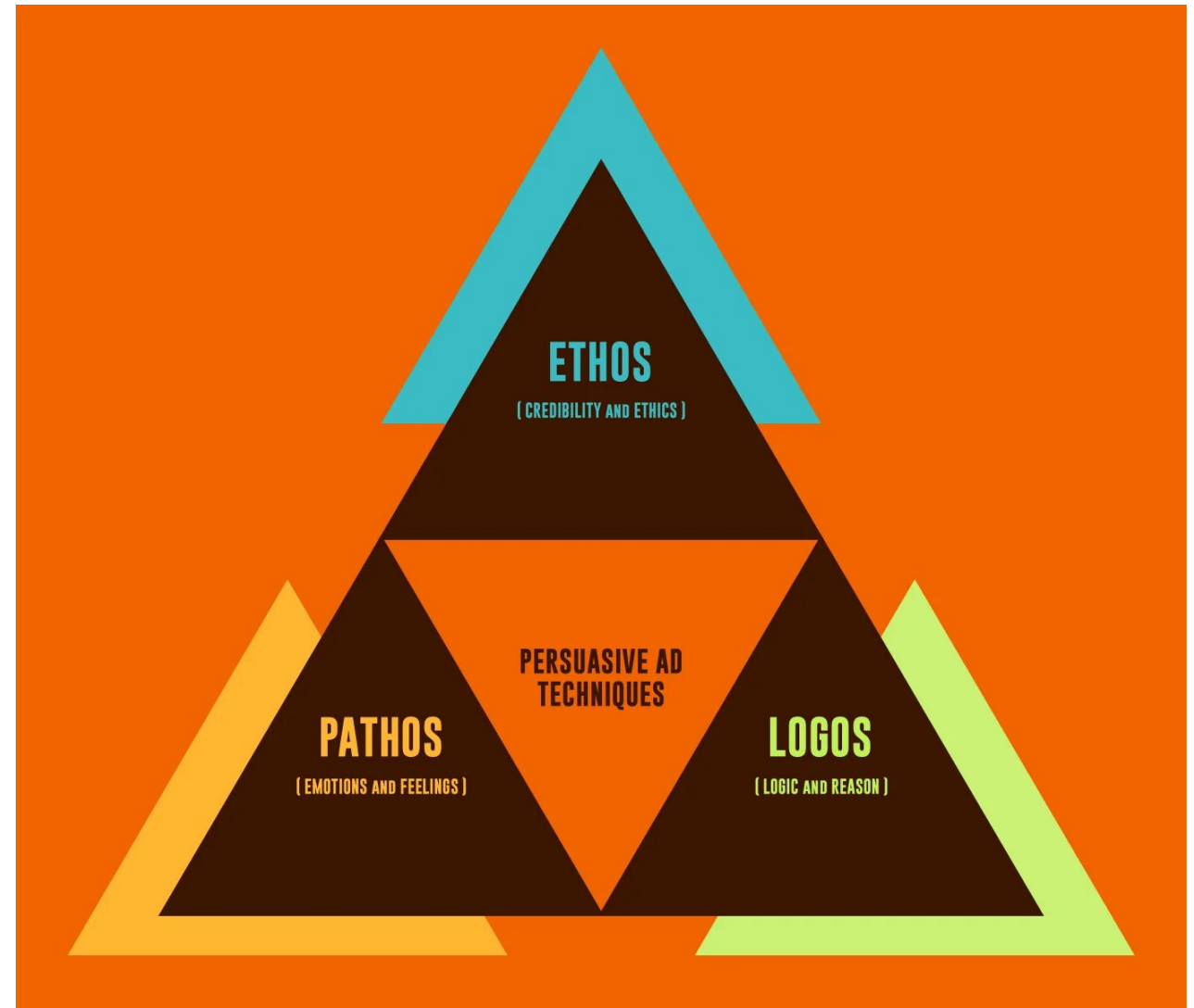
Ethos, Pathos, and Logos

1. Ethos = an ethical or moral argument

2. Pathos = an emotional argument

3. Logos = a logical argument

Kairos= “right place, right time”



ETHOS DEFINITION

What is ethos?

- **Ethos** is the persuasive technique that appeals to an audience by **highlighting credibility**. Ethos advertisement techniques invoke the superior “character” of a speaker, presenter, writer, or brand.
- Ethos examples aim to convince the audience that the advertiser is reliable and ethical. It's easier to make a decision when someone you respect signs off on it, right?
- This is broadly the function of ethos in commercials.
- When an esteemed public figure endorses a product, it validates it to the end consumer.
- An ethos advertisement plays off the consumer's respect for a given spokesperson.
- Through that respect, the spokesperson appears convincing, authoritative and trustworthy enough to listen to. Of the types of persuasive techniques in advertising, ethos is best used to unlock trust.

USE OF ETHOS IN ADVERTISING

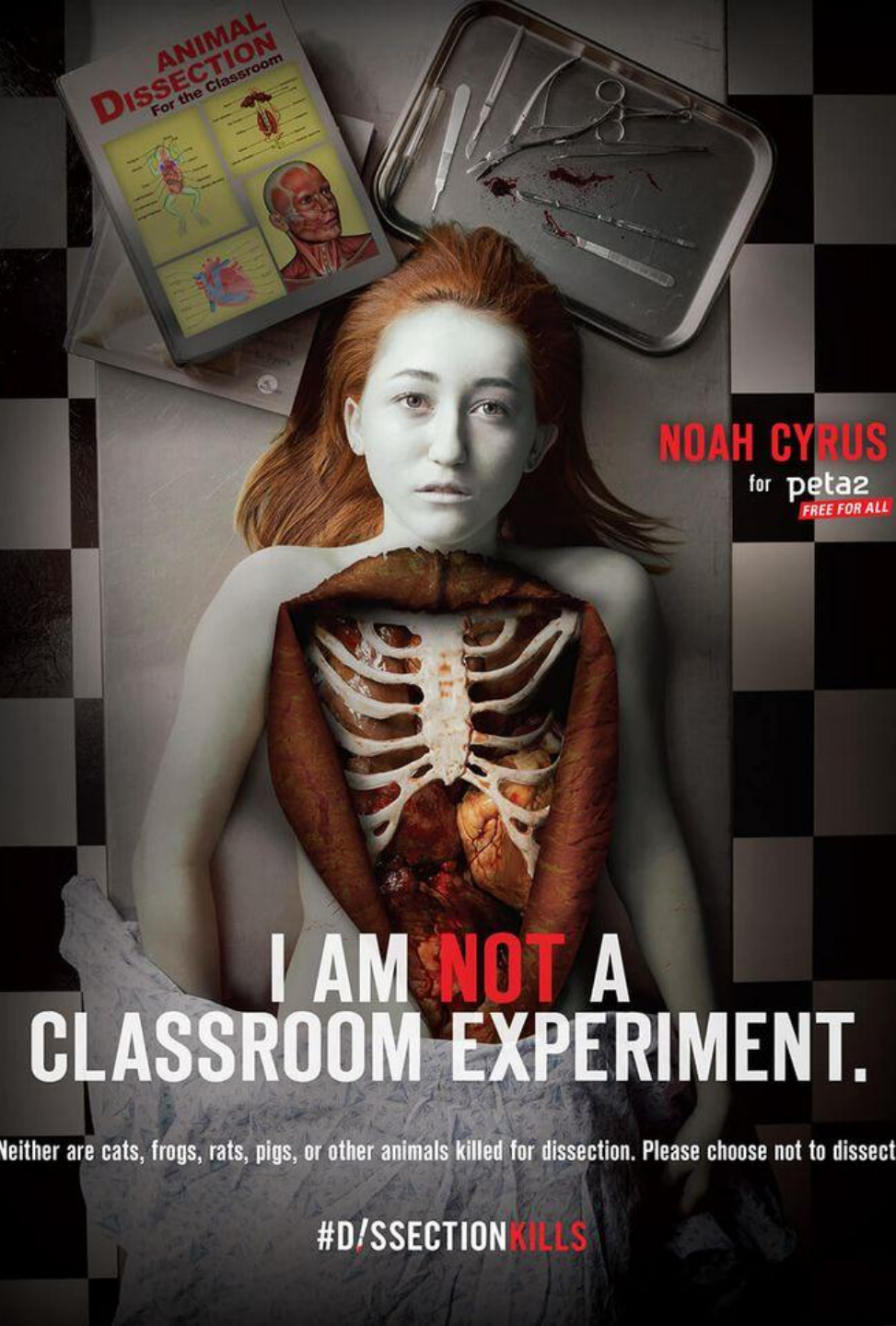
Korean group Blackpink advertising Samsung smartphones



PATHOS DEFINITION

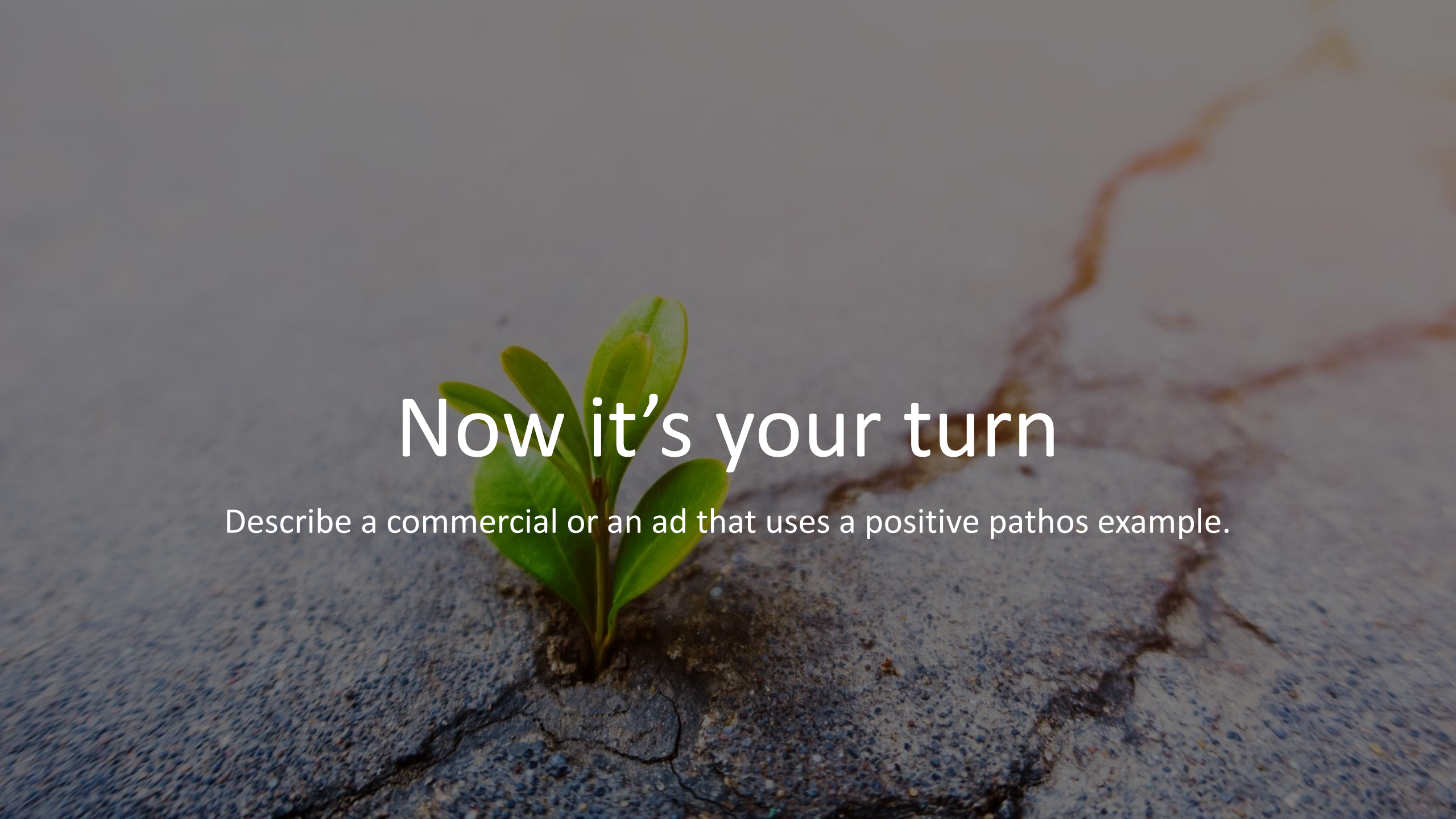
What is pathos?

- **Pathos** is persuasive technique that try to **convince an audience through emotions**. Pathos advertisement techniques appeal to the **senses, memory, nostalgia, or shared experience**. Pathos examples pull at the heartstrings and make the audience feel.
- A quick way to appeal to a viewer's emotions? A cute animal. A devastated family. A love story. Overcoming great odds. An inspirational song and imagery.



PETA (People for the ethical treatment of animals)

- What does pathos mean to the youth-oriented branch of PETA, which is called PETA2? Well, it means evoking alarm, disgust, fear, and sadness in the audience by slicing open Noah Cyrus, aka “Miley’s little sister.”

A small green plant with several leaves is growing out of a crack in a grey concrete surface. The background is a blurred, light-colored wall with some brown stains.

Now it's your turn

Describe a commercial or an ad that uses a positive pathos example.

LOGOS DEFINITION

What is logos?

- **Logos** is the persuasive technique that aims to convince an audience by using logic and reason. Also called “the logical appeal,” logos examples in advertisement include the citation of statistics, facts, charts, and graphs.
- Ever told someone to “listen to reason” during an argument? This is what logos does. The best logos advertisement examples are when a speaker appeals to logic.
- Statistics, surveys, facts, and historical data can make a product seem like a more reasonable decision. Whether the data is sound or not is another story...



12MP Dual Pixel Sensor

Camera

A camera built for every moment

Capture life as it happens with the Galaxy S8 and S8+ cameras. The intuitive 12MP rear camera and the 8MP front camera ensure you don't miss a moment, whether it's day or night.

Another important piece to advertising is the use of SLOGANS. What is it

- ✓ Slogans usually come at the end of the advert
- ✓ A slogan is a verbal logo
- ✓ Be unique
- ✓ Instantly communicate the nature of the business, product, or service.
- ✓ Be appealing to the target audience
- ✓ Be able to withstand the test of time
- ✓ Be able to work in context of all potential communications' media
- ✓ Be brief and memorable
- ✓ Be honest

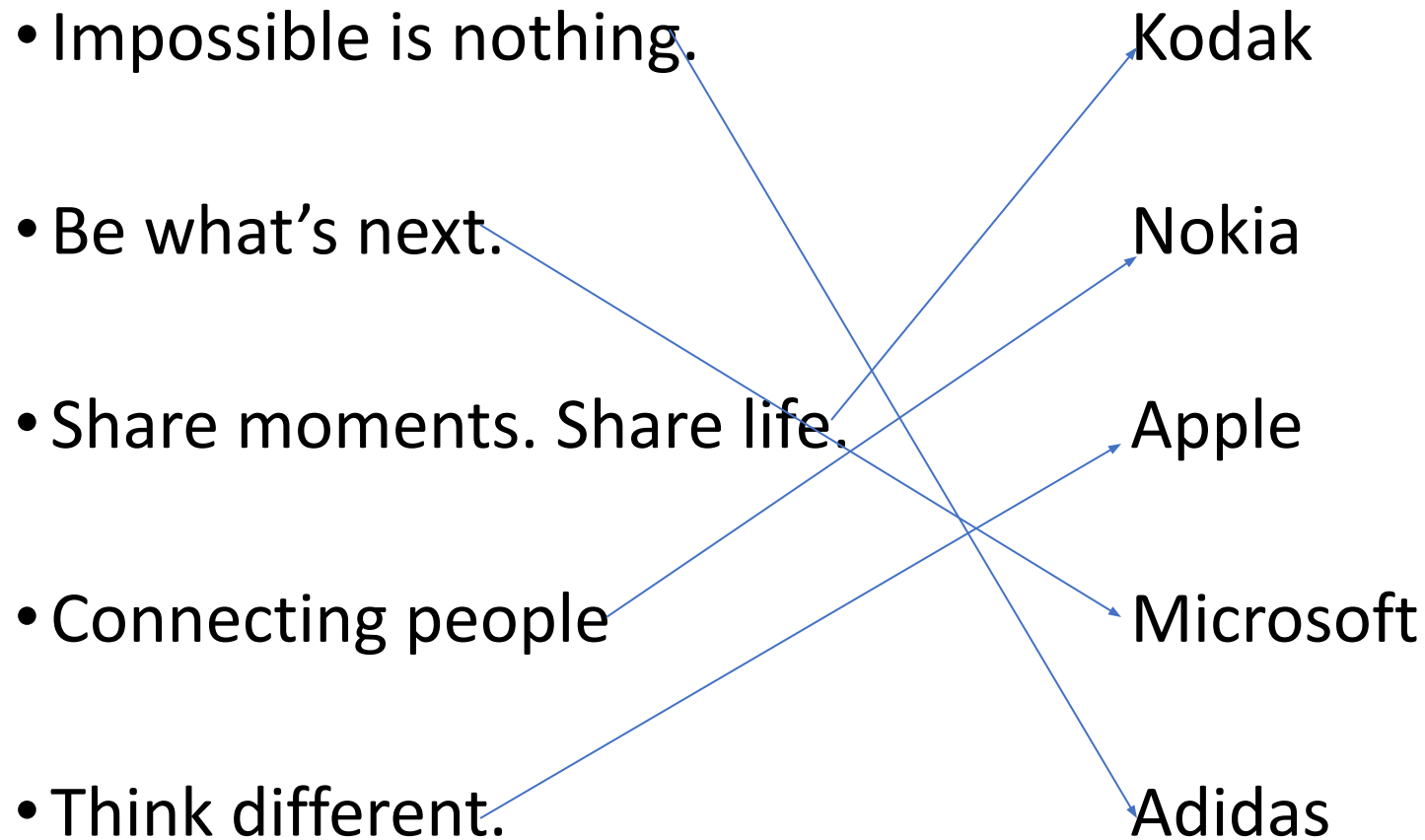
**What is Mac
Donald's
slogan?**



What is
Nike's slogan?



Match the slogans with the brands



Project: Creating an infomercial for your invention

1. Prepare a 4-5 min infomercial about your invention.
2. Come up with an interesting and catchy slogan.
3. Communicate benefits, the best features and how your invention solves a problem.
4. Establish the invention's credibility using at least 2 statistics, quotations.
5. Create a sense of urgency to make viewers purchase it.
6. Include a call to action.

Criteria	Score
Introduction & Slogan Strong and engaging introduction; draws the listener/audience into presentation. Offers an interesting and catchy slogan	20
Preparedness/Organization Thoroughly prepared, well-organized, logical sequence of information that the listener could easily follow.	10
Knowledge Clear, thorough description of invention Communicates benefits and/or how product/services solves a problem. Establishes the invention's credibility using at least 2 statistics/quotations	30
Persuasion Infomercial successfully: Creates a sense of urgency to make viewers purchase it.	10
Delivery Effectively and creatively delivers the infomercial with eye contact and enthusiasm that engages the listener/audience. Speaks clearly and distinctly with correct pronunciation.	10
Grammar & Vocabulary The presenter makes flexible and accurate use of a wide range of simple and more complex grammatical structures of the level and vocabulary	10
Timing Video is between 4-5 minutes and was obviously rehearsed.	10
Total score	100
Does the homework have all the requirements? (1-8)	
Includes all of the items given above and they are done in a superior manner	A (90 -100)
Includes most of the items given above and they are done very well	B (75 – 89)
Includes most of the items given above and they are done in a satisfactory manner	C (60 – 74)
Doesn't include many of the items given above and they are done below a satisfactory level	D (50 –59)
Many items given above are missing or done poorly	F (49 and below)

Tips

Create a WOW moment.

- One way to ensure your infomercial is memorable is by blowing the listener or recipient's mind. You might do this by stating a fact that is counter-intuitive, demonstrating the invention/service's best selling point in a shocking way, telling an outlandish story, or emphasizing its most unique feature.

Appeal to emotions.

- Understanding your customers is central to consistently nailing infomercials, and when you do, it's good to convey that. One way to do so is to revolve your infomercial around their life experience and find commonalities between you and them.

Back it up with facts.

- While consumers make decisions more often with emotion, they still need to rationalize the decision to themselves and/or other key stakeholders. By providing statistics or case studies that support the emotional appeal, you're providing credibility that will help them feel as though they're making the right decision.

Tap into their fear of missing out.

- Fear of missing out (FOMO) is a powerful motivator and can create a great sense of urgency. The last thing you want is for them to be dazzled by your sales pitch but procrastinate long enough for that feeling to fade away. Instead, get them to take action right away.

Educate your customers.

- You want to establish yourself as an authority in your space. Some interesting, relevant facts can help grab your customers' attention and add a certain degree of legitimacy and trustworthiness to your pitch.



In class practice: Group work

- **Create a poster/presentation advertising an invention**

1. Work in groups of 4 Choose an invention
2. Come up with an interesting and catchy slogan
3. Create a sense of urgency to make viewers purchase it
4. Establish product credibility using statistics, quotations, testimonials
5. Ask a professional to become a host
6. Describe the best features and benefits of your invention/service
7. Include a call to action

You have 15 min to prepare your presentations/posters. Each team will be given 10 min to present their work.

References

Sendplus. (2021). *What is an infomercial: Guide.*
<https://sendpulse.com/support/glossary/infomercial>

Studiobinder. (2020, October 8). *What is ethos? The best advertising and commercial examples that define ethos.* <https://www.studiobinder.com/blog/what-is-ethos-examples/>

Studiobinder. (2020, February 5). *The pathos definition: pathos advertisement examples and Aristotle rhetoric.* <https://www.studiobinder.com/blog/pathos-definition-examples/>

Studiobinder. (2020, March 1). *The logos definition: the best logos commercial examples for creatives.* <https://www.studiobinder.com/blog/logos-definition-examples/>

Thank you for
your
active particip
ation!

