

Advertising Tactics

Marketing 11
Chapter 12

[Tactic

“a plan, procedure, or expedient for promoting a desired end or result”

-- taken from Dictionary.com

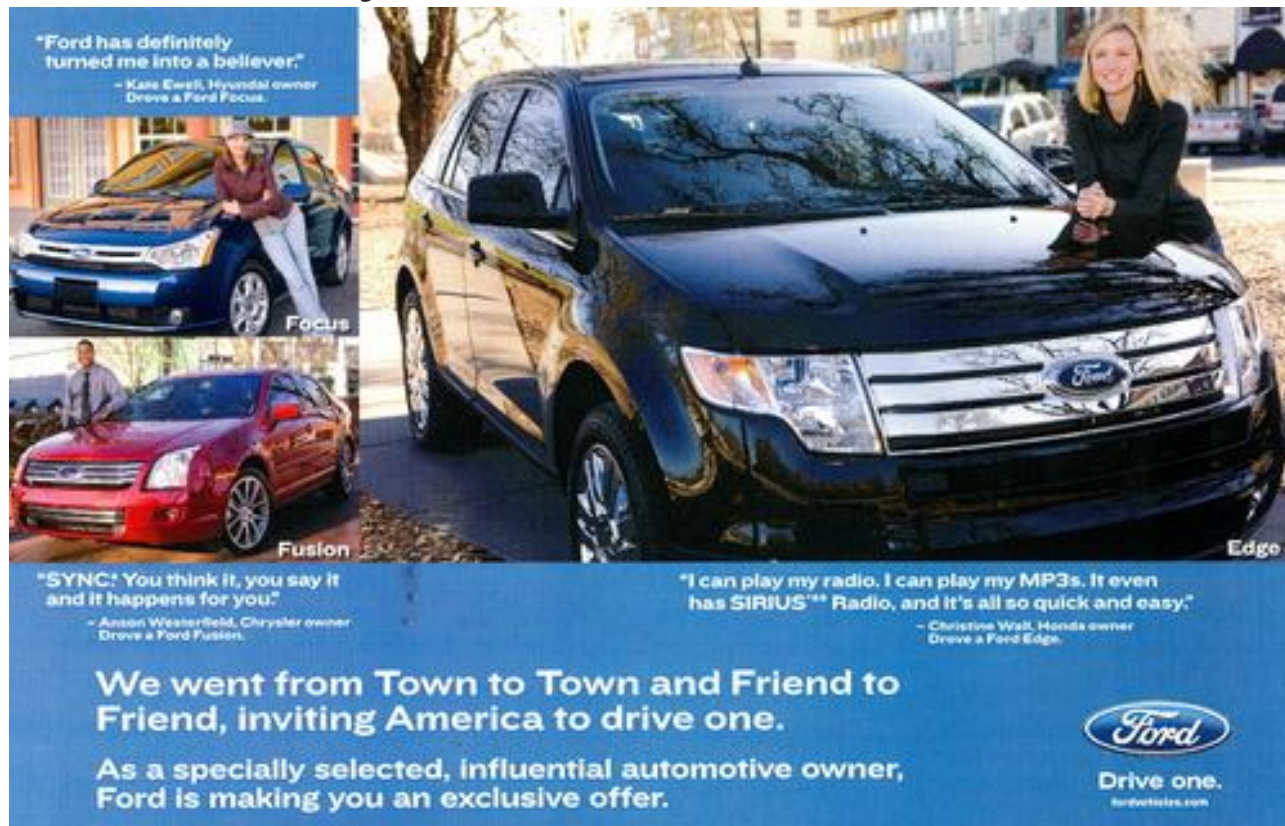
[Repetition]

- More likely to buy if you see or hear about a product over and over again



Conformity/Bandwagon

- Everyone else is buying it so you should buy it too!



"Ford has definitely turned me into a believer."
— Kara Ewell, Hyundai owner
Drive a Ford Focus.

Focus

Fusion


Edge

"SYNC! You think it, you say it and it happens for you!"
— Anson Westerfield, Chrysler owner
Drive a Ford Fusion.

"I can play my radio. I can play my MP3s. It even has SIRIUS™ Radio, and it's all so quick and easy."
— Christine Wall, Honda owner
Drive a Ford Edge.

We went from Town to Town and Friend to Friend, inviting America to drive one.

As a specially selected, influential automotive owner, Ford is making you an exclusive offer.


Drive one.
fordvehicles.com

Imitation/Star Power

- Associate a celebrity with a product or service; consumers want to be just like the celebrity
- Example: 1D Pepsi Commercial



[Emotional Appeal/Heart Strings]

- Advertisers draw on one or more of consumers' emotions to influence decision
- Example – Tim Horton's commercial (Welcome to Canada)

Economic Appeal/Goodwill

- “Great deal... no money down, no interest”
- “free gift with purchase”

online & starts in-store 10/2

CLINIQUE
FREE 7-PC. GIFT
with \$23.50 Clinique purchase (A \$65 value)
Your choice of Nudes or Pinks

SHOP NOW ►

we suggest:
NEW Even Better Eyes
Dark Circle Corrector

one per customer. while supplies last.



[Scare Techniques]

- Present negative consequence of not buying product



[Snob Appeal]

- Appeal to those who think of themselves as “elite” or “successful”



[Image/Lifestyle Association]

- Presents idealized people doing fun or exciting things that consumers will associate with the product
- Example – Pepsi commercial with soccer stars

[Humour]

- Present product in a humourous way to make consumer associate happy feelings with product
- Examples:
 - McDonalds Commercial
 - Berlitz Language Commercial

[Scaling]

- Make the product look bigger (or smaller) than it actually is



[Put Downs]

- Competitors' products are put down in order to make your own seem better
- Example – Mac vs. PC commercials

Facts and Figures

- Using facts, statistics, and “professional opinions” to enhance product credibility

Doctors know best.



That's why so many of South Florida's physicians get the Pointe. They know they can count on us for a higher level of service than mainstream banks offer. At Pointe Bank, seasoned professionals answer the phone, return your calls, and meet with you personally. Our only goal? To help you build your practice and your profits.

No wonder South Florida's health professionals get the Pointe.

 **POINTEBANK**
THE PROFESSIONALS' CHOICE

www.pointebank.com | 561-368-6300

Pointe Bank, a subsidiary of Pointe Financial Corporation, is publicly traded on NASDAQ: PFNB.



While you're
brushing
to fight cavities and tartar
build-up and to freshen breath,
**why not
whiten,* too.**

Crest MultiCare Whitening

Crest MultiCare Whitening.
Open Up and Smile.

Visit your dentist regularly. *Whitens by removing surface stains.

[Your Assignment]

- Find an example (internet, magazine ad, radio ad, tv ad, etc.) that exemplifies 5 of these tactics
- Present your favourite to class
- Write up
 - State tactic
 - Briefly explain how ad follows tactic
 - – attach ad/provide link/describe TV commercial
- Due beginning of next class