

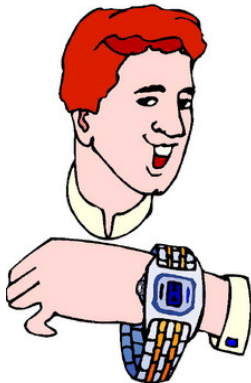
## 5.1a Advertising Appeals

- Advertising does not create a **need** for a product or a service, but it can create a **desire** based on propaganda techniques and recognized advertising appeals.
- Transfer or Masculine/Feminine Appeal
  - The key to the ad is atmosphere. You see the perfection in the ad, and the message you get is that you will transfer these qualities to yourself if you use the product being offered.



Transfer

- Desire for possessions:
  - The ad makes people want to buy one product over another, such as a Rolex over a Timex



Desire for possessions

## 5:1b Advertising Appeals

- Luxury and elegance/snob appeal.
  - Creates a feeling of envy or desire for this “fine” product.



- Search for adventure.
  - Ad gives the impression that buying the product will change your life, fill it with action and adventure. Tries to unsettle the reader or viewer. Most 4-wheel drive vehicles use this appeal.



## 5:1c Advertising Appeals

- Less than perfect: Ad tries to get consumers to change by making them dissatisfied with the way they are.



- Loving couples/  
romance:
  - Ad reveals an attraction between the sexes.



## 5:1d Advertising Appeals

- Emotional words:
  - Ad appeals directly to the sensitivity of the consumer



- Past, present and future:
  - Ad has a concern for time, concentrating on the “youth-giving qualities” of a product.



## 5:1e Advertising Appeals

- Humor:
  - Ad evokes a laugh or a chuckle from the consumer



- Endorsement/ Prestige identification:
  - Well-known personality uses the product and pitches it to you.



## 5:1f Advertising Appeals

- Play on words:
  - Uses a catch phrase or a pun that conveys a message, uses wit effectively.



- Statistics:
  - Ad uses facts and figures to prove the quality or popularity of the product.



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