

PERSUASIVE TECHNIQUES

brought to you by

Sydney
WATER

What is persuasion?

A way of convincing someone to:

- buy a certain product
- believe something or act in a certain way
- agree with a point of view

6 common persuasive techniques

1. Bandwagon
2. Repetition
3. Testimonial
4. Emotional appeal
5. Humor
6. Rhetorical question



1. Bandwagon

Join the crowd. Bandwagon is a statement suggesting that everyone is using a specific product, so you should too.



2. Repetition

If you hear or see the product over and over again you are more likely to buy it.



3. Testimonial

A well-known person or expert who supports a product or service.



4. Emotional appeal

Creates an emotional response. A person is made to have strong feelings about a situation or product.



Meet Otis.

Otis lives in a shelter. He sleeps a lot. There isn't much else to do. When people walk by, Otis opens his eyes and wags his tail. Then they leave. So he eats. And waits. And remembers. The smell of home. scratches from his owner, a squirrel he used to chase. Then he gets tired. And sleeps again. When you buy PEDIGREE, we make a donation to help dogs like Otis find loving homes.

Help us help dogs.

The PEDIGREE Adoption Drive 

 Dogsrule.com

For every bag of PEDIGREE purchased, a bag of money is donated to help dogs like Otis find loving homes. To learn more, visit Dogsrule.com.

5. Humour

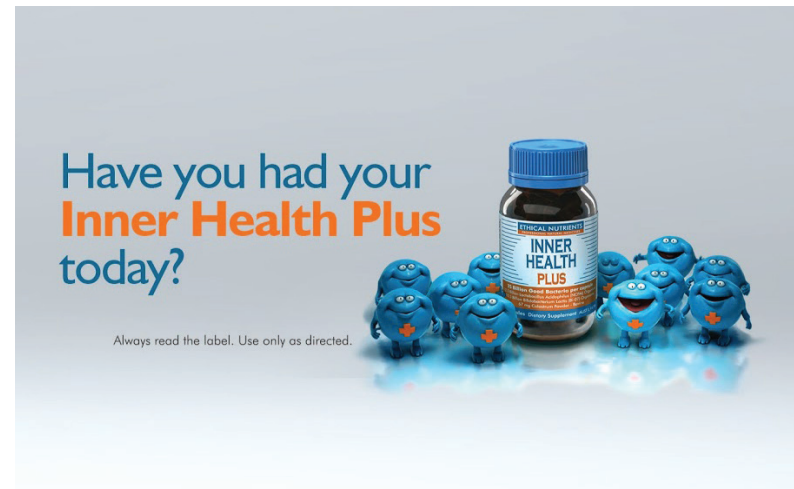
Funny ads attract attention, develop good feelings towards the product and create brand recognition.



6. Rhetorical question

Asks a question to grab your attention. No answer is expected.

got milk?[®]



Quick review

1. Bandwagon
2. Repetition
3. Testimonial
4. Emotional appeal
5. Humor
6. Rhetorical question

Audience awareness

Advertisers identify:

- the purpose of the advertisement
- who the target audience is
- the persuasive technique best suited to the target audience

Audience?



Purpose?

*Persuasive
technique?*

Audience?



Purpose?

*Persuasive
technique?*

Audience?



Purpose?

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Audience?



Purpose?

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Purpose?

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Audience?



Purpose?

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Fun facts

- The ice cubes in your favourite drink ads are normally made of a special type of plastic. This is so they don't melt under the hot photography lights on set.
- Ever wondered why food looks so delicious on television? You can thank the food stylist! They're responsible for making the food look so good, using tricks such as stuffing enchiladas with instant mashed potato, cereal brands using glue instead of milk and even using incense to create the steamy appeal of freshly made pasta.
- Most watch brands set wrist watches to 10:10. There are two reasons for this, the hands frame the brand and logo and the hands facing up resemble a smiley face.

Making connections

- Which ad stood out to you? Why?
- Which ad had the most emotional appeal? Why?
- Which ad influenced you the most? Why?