

PERSUASIVE TECHNIQUES

brought to you by

Sydney
WATER

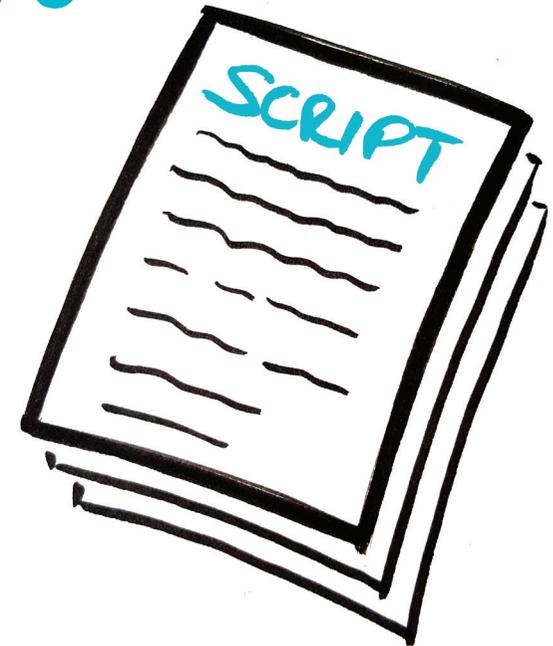
What is persuasion?

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.



Diversity



3. Testimonial

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



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?

*Persuasive
technique?*

Audience?



Purpose?

*Persuasive
technique?*

Audience?



Purpose?

*Persuasive
technique?*

Audience?



Purpose?

Persuasive technique?

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?