**COMMONLY USED ADVERTISING TECHNIQUES AND PRODUCTION VALUES**

○ Logo
○ Slogan
○ Website
○ Bribe/Product add ons
○ Phone Number
○ Jingle
○ Music
○ Sound effects
○ Motion graphics-text
○ Motion graphics-image
○ Close ups
○ Wide shots
○ Panning shots
○ Colour “psychology” (Colours = feelings/emotions)
○ Animation
○ Cute characters
○ Celebrity endorsements
○ Emotional appeals
○ Bandwagon appeals
○ Facts and statistics
○ Weasel words/Unfinished ads
○ Complementing the customers
○ Ideal family/kids
○ Patriotic appeal
○ Questioning the customer

**EXPLANATIONS**

**Motion Graphics**

[**https://www.youtube.com/watch?v=SjzoQSa\_I78&feature=emb\_title**](https://www.youtube.com/watch?v=SjzoQSa_I78&feature=emb_title)

**Emotional Appeal**

This technique of advertising is done with help of two factors - needs of consumers and fear factor. Most common appeals under need are:

* + need for something new
	+ need for getting acceptance
	+ need for not being ignored
	+ need for change of old things
	+ need for security
	+ need to become attractive, etc.

Most common appeals under fear are:

* + fear of accident
	+ fear of death
	+ fear of being avoided
	+ fear of getting sick
	+ fear of getting old, etc.

**Bandwagon Advertising**

This type of technique involves convincing the customers to join the group of people who have bought this product and be on the winning side. For example, there is a. recent Pantene shampoo ad which says “Join the millions who trust Pantene shampoo…”.

**Facts and Statistics**

Here, advertisers use numbers, proofs, and real examples to show how good their product works. For e.g. “Lizol floor cleaner cleans 99.99% germs” or “Colgate is recommended by 70% of the dentists of the world”.

**Weasel Words/Unfinished Ads**

In this technique, the advertisers don’t say that they are the best from the rest, but don’t also deny. E.g. Sunsilk Hairfall Solution - reduces hair loss. The ad doesn’t say stops hair loss. Advertisers also play with words by saying that their product works better but don’t answer how much more than the competitor. For e.g. Lays - no one can eat just one or Horlicks - more nutrition daily. The ads don’t say who can eat more or how much more nutrition.

**Celebrity Endorsements**

The advertisers use celebrities to advertise their products. The celebrities or star endorse the product by telling their own experiences with the product.

**Complementing the Customers**

Here, the advertisers use punch lines which complement the consumers who buy their products. E.g. Revlon says: “Because you are worth it.”

**Ideal Family and Ideal Kids**

The advertisers using this technique show that the families or kids using their product are happy. The ad always has a neat and well-furnished home, well-mannered kids and the family is simple, sweet, and balanced. E.g. a dettol soap ad shows everyone in the family using that soap and together, they are always protected from germs and able to enjoy one another’s company.

**Patriotic Appeal**

Ads sometimes show how one can support their country while they use a particular product or service. For example some products claim that if a product is purchased, a percent of sales go towards helping a child go to school or assist in helping veterans, etc.

**Questioning the Customers**

Advertisers using this technique ask questions to the consumer to get a response for their products. E.g. Gatorade X-Factor’s slogan: “Is it in you?”

**Bribe**

This technique is used to bribe the customers with something extra if they buy the product using lines like “Buy one shirt and get one free”, or “Be a member of the club for two years and get 20% off on all services.”