

Methods of Advertising

- **Bandwagon**
 - This method says everyone is doing it, so why aren't you? Jump on the bandwagon!
- **Beautiful People**
 - Good-looking models make us think we can look like them with this product. Everything in this ad is perfect!
- **Bribery**
 - This offers something we want in return for something we do or buy.
- **Celebrity Sightings**
 - Famous people used to sell products or ideas. Movie stars, singers, sports stars, and TV actors.
- **Catchy Slogans**
 - Catchy songs/phrases that get stuck in your head. This helps people remember the product or store.
- **Fear**
 - Tells us that if we don't buy or do something, something bad could happen.
- **Heart Strings**
 - Ads that bring a smile to our face or make us cry. These appeal to our emotions.
- **Humour**
 - Making someone laugh to get their attention.
- **Plain Folks**
 - People just like us use the same product.
- **Put Downs**
 - Better than anything else on the market. All the other brands are "uncool". You aren't "cool" until you use this.
- **Repetition**
 - Hearing or seeing something over and over gets a brand name to stay in your head.
- **Statistics**
 - Statistics, charts, and scientific evidence make us think we should buy something.
- **Testimonials**
 - Real people who have used the product give statements saying how great it is.