



Lesson Ten

The Influence of Advertising



what techniques are used in ads you like and dislike

After you've talked about various advertising appeals and techniques, answer the following questions for your favorite ad and your favorite TV or online commercial.

1. Describe your favorite ad.

2. What advertising techniques and appeals are used in your favorite ad?

3. Describe your favorite TV or online commercial.

4. What advertising techniques and appeals are used in your favorite TV or online commercial?



try it—make a commercial

directions

Divide into groups. Each group is responsible for researching a product or a service.

Prepare a commercial for the product or service your group has been assigned or has chosen. When preparing your commercial, be sure to use some of the techniques and appeals discussed in class.

Each group will present its commercial to the class. At the end of your presentation, be prepared to answer the following questions.

1. To whom are you trying to sell your product or service?

2. What specific techniques and/or appeals did you use to try to sell your product?

3. Were any of the techniques or appeals you used fraudulent or misleading?



test your advertising knowledge

In the space provided, write the letter of the advertising technique or appeal the statement represents.

- | | |
|------------------------------------|------------------------------|
| a) Join the gang | h) Negative option |
| b) Hero endorsement | i) Credit repair |
| c) Unfinished comparison | j) Numerical claims |
| d) Independence | k) Guarantees |
| e) "Get rich quick" | l) Bargain appeals |
| f) Exploiting fears and misgivings | m) Scientific claims |
| g) Physical attraction appeal | n) Catch phrases and slogans |

1. _____ Return this card today and begin receiving three CDs every month. If, at any time, you decide you don't want a CD, just return it within ten days.
2. _____ If you're the type of person who can think and act for yourself, drive one of our cars and you'll be convinced you can't buy a smoother ride.
3. _____ We promise your new battery will last a lifetime, or your money back.
4. _____ This detergent works better on grease and stains.
5. _____ Three-out-of-four dentists recommend this toothpaste.
6. _____ Everyone else is using this product. Why aren't you?
7. _____ At this price for a limited time only! So buy now, because you won't see a value like this again.
8. _____ After years of research by leading physicians, we've formulated a pill that, taken one hour before each meal, allows you to eat anything you want without gaining weight.
9. _____ You find yourself unconsciously singing the tune to the commercial.
10. _____ If Mr./Ms. Famous Athlete wears this type of underwear, shouldn't you?
11. _____ Just one spray of our cologne, and you'll never have to spend another Saturday alone!
12. _____ Work in your home, part-time, and earn up to \$10,000 per week.
13. _____ No matter how bad your credit is, for one small fee, we can help you get that car or van you've always wanted.
14. _____ Our complete-at-home course, which comes with a supplemental videotape and a workbook, is designed to increase your chances of getting better grades regardless of the subject.

test your advertising knowledge (continued)

Answer each of the following questions in the space provided.

15. Explain and give an example of the “bait and switch” advertising technique.

16. Explain and give an example of the “supermarket special” advertising technique.

17. Explain and give an example of an advertisement that uses “scientific claims.”

18. Explain and give an example of an advertisement that uses “bargain appeals.”

19. List three ways to spot program-length commercials.

20. List two things you can do to protect yourself if you buy something from a program-length commercial.



lesson ten quiz: the influence of advertising

true-false

1. ____ An “unfinished comparison” in an advertisement provides consumers with incomplete information.
2. ____ Out-of-stock advertised specials are considered to be an unethical technique.
3. ____ Credit repair service advertisements may be misleading due to the promises made to consumers in credit trouble.
4. ____ An infomercial is a type of “bait and switch.”
5. ____ Comments from buyers of a product in a commercial usually provide useful information.

multiple choice

6. ____ Advertisements using a well-known person are examples of the ____ advertising technique.
 - A. peer approval
 - B. unfinished comparison
 - C. status
 - D. hero endorsement
7. ____ Books, tapes, and music CDs are commonly sold using:
 - A. a perceptual contrast
 - B. numerical claims
 - C. unfinished comparisons
 - D. a negative option
8. ____ _____ would be an example of an unethical action.
 - A. An infomercial
 - B. An out-of-context quote
 - C. An offer to work at home
 - D. Comparison pricing in an advertisement
9. ____ A program-length commercial is commonly called:
 - A. “bait and switch”
 - B. a perceptual contrast
 - C. an infomercial
 - D. an action guarantee
10. ____ The most useful information in an advertisement would be:
 - A. the price
 - B. comments from production users
 - C. a list of product accessories
 - D. an endorsement from a well-known person

case application

Recent television programs and commercials have provided information on a new method of cooking to save money, reduce fat, and improve the flavor. This cooking equipment seems to be quite good. What actions should a person take before spending money on this type of product?