

# Web Animation

Commercials

# Persuasive Techniques in Advertising

The persuasive strategies used by advertisers who want you to buy their product can be divided into three categories:

Pathos

Logos

Ethos

# Pathos: an appeal to emotion.

An advertisement using pathos will attempt to evoke an emotional response in the consumer. Sometimes, it is a positive emotion such as happiness: an image of people enjoying themselves while drinking Pepsi. Other times, advertisers will use negative emotions such as pain: a person having back problems after buying the “wrong” mattress. Pathos can also include emotions such as fear and guilt: images of a starving child persuade you to send money.

# Logos: an appeal to logic or reason.

An advertisement using logos will give you the evidence and statistics you need to fully understand what the product does. The logos of an advertisement will be the "straight facts" about the product: One glass of Florida orange juice contains 75% of your daily Vitamin C needs.

# Ethos: an appeal to credibility or character.

An advertisement using ethos will try to convince you that the company is more reliable, honest, and credible; therefore, you should buy its product. Ethos often involves statistics from reliable experts, such as nine out of ten dentists agree that Crest is the better than any other brand or Americas dieters choose Lean Cuisine. Often, a celebrity endorses a product to lend it more credibility: Catherine Zeta-Jones makes us want to switch to T-Mobile.

# Which are Pathos, Logos, and Ethos

- A child is shown covered in bug bites after using an inferior bug spray.
- Tiger Woods endorses Nike.
- Sprite Zero is 100% sugar-free.
- A 32-oz. bottle of Tide holds enough to wash 32 loads.
- A commercial shows an image of a happy couple riding in a Corvette.
- Cardiologists recommend Ecotrin more than any other brand of aspirin.
- Advil Liqui-Gels provide up to 8 hours of continuous pain relief.
- Miley Cyrus appears in Oreo advertisements.
- People who need more energy drink Red Bull Energy Drink.
- A magazine ad shows people smiling while smoking cigarettes.

# ADVERTISING TECHNIQUES

## AVANTE GARDE

The suggestion that using this product puts the user ahead of the times e.g. a toy manufacturer encourages kids to be the first on their block to have a new toy.

## FACTS AND FIGURES

Statistics and objective factual information is used to prove the superiority of the product e.g. a car manufacturer quotes the amount of time it takes their car to get from 0 to 100 m.p.h.

## WEASEL WORDS

"Weasel words" are used to suggest a positive meaning without actually really making any guarantee e.g. a scientist says that a diet product might help you to lose weight the way it helped him to lose weight.

## MAGIC INGREDIENTS

The suggestion that some almost miraculous discovery makes the product exceptionally effective e.g. a pharmaceutical manufacturer describes a special coating that makes their pain reliever less irritating to the stomach than a competitor`s.

## PATRIOTISM

The suggestion that purchasing this product shows your love of your country e.g. a company brags about its product being made in America and employing American workers.

## DIVERSION

Diversion seems to tackle a problem or issue, but then throws in an emotional non-sequitor or distraction. e.g. a tobacco company talks about health and smoking, but then shows a cowboy smoking a rugged cigarette after a long day of hard work.

## TRANSFER

Words and ideas with positive connotations are used to suggest that the positive qualities should be associated with the product and the user e.g. a textile manufacturer wanting people to wear their product to stay cool during the summer shows people wearing fashions made from their cloth at a sunny seaside setting where there is a cool breeze.

## PLAIN FOLKS

The suggestion that the product is a practical product of good value for ordinary people e.g. a cereal manufacturer shows an ordinary family sitting down to breakfast and enjoying their product.

## SNOB APPEAL

The suggestion that the use of the product makes the customer part of an elite group with a luxurious and glamorous life style e.g. a coffee manufacturer shows people dressed in formal gowns and tuxedos drinking their brand at an art gallery.

## BRIBERY

Bribery seems to give a desirable extra something. We humans tend to be greedy. e.g. Buy a burger; get free fries.

## TESTIMONIAL

A famous personality is used to endorse the product e.g. a famous basketball player (Michael Jordan) recommends a particular brand of skates.

## WIT AND HUMOR

Customers are attracted to products that divert the audience by giving viewers a reason to laugh or to be entertained by clever use of visuals or language.

## SIMPLE SOLUTIONS

Avoid complexities, and attack many problems to one solutions. e.g. Buy this makeup and you will be attractive, popular, and happy.

## CARD STACKING

The propaganda technique of Card-Stacking is so widespread that we may not always be aware of its presence in a commercial. Basically, Card-Stacking means stacking the cards in favor of the product; advertisers stress its positive qualities and ignore the negative. For example, if a brand of snack food is loaded with sugar (and calories), the commercial may boast that the product is low in fat, which implies that it is also low in calories. Card-Stacking is such a prevalent rational propaganda technique that gives us only part of the picture.

## GLITTERING GENERALITIES

The glittering generalities technique uses appealing words and images to sell the product. The message this commercial gives, through indirectly, is that if you buy the item, you will be using a wonderful product, and it will change your life. This cosmetic will make you look younger, this car will give you status, this magazine will make you a leader—all these commercials are using Glittering Generalities to enhance product appeal.

## BANDWAGON

Bandwagon is a form of propaganda that exploits the desire of most people to join the crowd or be on the winning side, and avoid winding up on the losing side. Few of us would want to wear nerdy clothes, smell differently from everyone else, or be unpopular.

# Midterm: Due Week 5

- Create a 15 second Animated Ad or Product Demo (exactly 15 seconds, no more, no less). Must contain Persuasive Advertising Techniques in a thoughtful and professional way.
- You may use SOME (not all) Live action video that YOU shoot, but it MUST be of high quality: Good Lighting, Good Sound, Good Acting.

# Midterm: Due Week 5

- You can use a sound track of an existing commercial, but everything else should be of your creation, no copying characters, staging, products shots, etc., from the original commercial.
- End your commercial so that the last frame contains vital purchasing information. **NO BLACK FRAME!**
- Video Size: HD 1280 X 720, 1920 X 1080 reduced to 600 X 360

# Commercial Analysis: Due Week 4

- Watch one TV show. Note the time and day of program. Pay careful attention to the commercials and fill out supplied form.
- Be prepared to talk about one of the commercials, your choice.

# Strategy 1: Consider the message and the audience.

The obvious goal of most ads is to get you to buy a product or “buy into” an idea. When you understand the message and audience, you can determine which techniques are being used and why. Ask yourself:

- What is the message? What does the ad want the consumer to buy?
- Who is the audience? Does the ad appeal to certain emotions or beliefs? What do those emotions or beliefs tell you about the audience?

## Strategy 2: Spot the persuasive techniques.

Advertisers strive to make each ad memorable, convincing, and exciting. Characters, slogans, text, and sounds are all part of the persuasive technique.

# Strategy 2: Spot the persuasive techniques.

- **Who appears in the ad?**

The people who appear in the ad often reflect the target audience or whom members of that audience are likely to admire. Advertisers might choose specific celebrities to endorse products because they want the audience to associate the celebrity with the product. Actors or models might be chosen for many reasons. For example, they might be people just like the audience (plain folk), rebellious or unique (individuality), or “one of the crowd” (bandwagon).

# Strategy 2: Spot the persuasive techniques.

- **Does the ad appeal to emotion or to logic?**

Many ads today don't provide information about the product, and some ads don't even show the product. Instead, the ads appeal to the audience's emotions, such as pity, fear, or vanity. For example, commercials for telephone companies often appeal to viewers' emotions of happiness or nostalgia to leave them with a positive feeling about their product and company. Some ads use humor to persuade an audience.

# Strategy 2: Spot the persuasive techniques.

- **What language is used?**

Every word in an ad counts, but not all the words actually inform the audience. Loaded language, including purr, snarl, and weasel words, appeal to the audience's emotions rather than their reason. Purr words—such as “tasty” and “sensational”—can make a product seem more desirable.

- **Does the slogan stick?**

The best slogans are memorable and create an “image” of the product. Slogans are less about the actual product and more about the audience recalling a catchy phrase and associating it with the product.

## Strategy 3: Understand the intended effects on the target audience.

Most ads don't employ just one persuasive technique. They often use several. Each technique is chosen to appeal specifically to the product's target audience. Ask yourself: Why do I think these techniques were chosen?