

TRUTH IN ADVERTISING

Advertising Techniques

Sex Appeal Technique

A tobacco ad with a sexy woman implies you can be pretty too if you smoke this brand.

A tobacco ad with a strong, rugged man suggests you can be strong too if you smoke.

Having Fun Technique

An ad showing people having fun suggests you can have fun too if you use the product.

Comparison Technique

A tobacco ad claiming a cigarette is lowest in tar and nicotine suggests this brand of cigarette is healthier to smoke than others.

Snob Appeal Technique

An ad showing someone rich using the product implies that if you use it, you too can be rich.

Join the Crowd Technique

A tobacco commercial showing a big group of people smoking the same brand and having a good time appeals to the need to be accepted by peers.

Symbol Technique

A symbol attached to a product, such as Marlboro cigarettes and a cowboy, makes a positive connection between the two. Another example is when the tobacco industry sponsors sporting events.

Personal Testimony Technique

An ad showing a consumer, often a celebrity, giving a personal endorsement of a product.

Mockery or Put Down Technique

An ad showing a put down such as “ring around the collar” or “I can’t make a good cup of coffee” diminishes self-esteem.

Being Healthy Technique

An ad stating, “If you use this product, it will do wonders for your health,” provides motivation to use the product.

Glittering Generality Technique

The ad makes exaggerated statements about tobacco products.

Reward Technique

The ad makes an offer (money back, coupon, merchandise) with the purchase of a tobacco product in order to persuade a person to buy.

1-888-567-TRUTH

PREVENTION DIMENSIONS

