

Hooks or Persuasion Techniques Used in Advertising

Straight Sell: This appeal is very businesslike. The advertisement tells what the product is, how much it costs, and where it can be purchased.

Bargain: Advertisers using this appeal stress low prices. Everyone likes to get a good buy, but consumers should question why a price has been reduced.

Bandwagon: This appeal claims that everyone is buying the product.

Snob: Advertisements using this appeal show the popular people buying this (usually expensive) product.

Endorsement: This appeal uses a well-known person or group to help sell the product. This appeal personalizes the ad and is a good attention-getter. Consumers need to weigh the endorser's expertise and question their own desire to imitate the endorser.

Details and Statistics: This appeal is often used for products that are technical and/or expensive.

Emotion: This appeal stresses feelings like love, sympathy, and fear that are often used to motivate consumers.

Public Concern: This appeal is used when a company needs or wants to build a positive image. It makes the company look like a good citizen.

Humor: This is an effective appeal because consumers relax and become more receptive to the advertiser's message. Puns and catchy slogans are variations.

