

# Advertising Techniques

"Hurry! Supplies are limited!"



Ivory Soap  
is 99.44%  
pure!

This method uses some sort of scientific proof or experiment, very specific numbers, or an impressive mystery ingredient.

- e.g. "Wonderbread helps to build strong bodies 12 ways."

*Even the weasel "helps" did not prevent the FTC from demanding this claim be withdrawn. Note that the use of the number 12 makes the claim far more believable than if it were taken out.*

- e.g. "Easy off has 33% more cleaning power than another popular brand."

*"Another popular brand" often translates as some other kind of oven cleaner sold elsewhere. The claim does not say Easy Off works 33% better.*

- e.g. "Certs contains a sparkling drop of Retsyn."

*"Retsyn" is their name for vegetable oil.*

- e.g. "Special Morning -- 33% more nutrition"

*Also an unfinished claim.*

- e.g. "Sinarest. Created by a research scientist who actually gets sinus headaches."

## Facts and Figures

# Weasel Words/Claims

A weasel word is a modifier that makes a claim, but is false. It is named after the egg-eating habits of weasels, which will suck out the inside of an egg, leaving it appear intact to the casual observer. Upon closer examination, the egg is discovered to be hollow. Words or claims that appear substantial upon first look but disintegrate into hollow meaninglessness on analysis are weasels.

Some commonly used weasel words include:

- "helps" (the champion weasel)
- "like" (used in a comparative sense)
- "virtual" or "virtually"
- "acts" or "works"
- "can be,"
- "up to,"
- "as much as,"
- "refreshes,"
- "comforts,"
- "tackles,"
- "fights,"
- "comes on,"
- "the feel of,"
- "the look of,"
- "looks like,"
- "fortified,"
- "enriched," and
- "strengthened"

# "Weasel Words"

- Words that are misleading or deceptive.
  - "All natural"
  - "New, better tasting" (better tasting than what?)
  - "nutritious"
  - "good for you"
  - "Fresh"





Here are some samples of weasel claims:

- e.g. "Helps control dandruff symptoms with regular use."

*Weasels include "helps control," and possibly even "symptoms" and "regular use." The claim is not "stops dandruff."*

- e.g. "Only half the price of many color sets."

*"Many" is the weasel. The claim gives the impression that the set is inexpensive.*

- e.g. "Leaves dishes virtually spotless."

*We have seen so many ad claims that we have learned to tune out weasels. We are supposed to think "spotless" rather than "virtually spotless."*

- e.g. "Listerine fights bad breath."

*"Fights", not "stops."*

- e.g. "Tests confirm one mouthwash best against mouth odor."

- e.g. "Hot Nestles cocoa is the very best."

*Remember the "best" and "better" routine.*

- e.g. "Bacos, the crispy garnish that tastes just like its name"

Kellogg's®

COMPANY

INVESTOR

PRESS ROOM

CAREERS

BRANDS

PROMOTIONS

EET & ERN

RECIPES

NUTRITION

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up to  
**Lose 6lbs in 2 Weeks**

The Plan

The Facts

The Answers

## Special K® Kick-Start Diet

It Works!

2 Bowls a day  
2 Weeks

Lose up to 6 lbs.

up to  
**Lose 6lbs in 2 Weeks**



### The plan.

- ✓ Eat a serving of Kellogg's® Special K®, Kellogg's® Special K® Red Berries or Kellogg's® Smart Start® cereal for breakfast with 2/3 cup of skim milk and fruit.
- ✓ Replace either lunch or dinner with the cereal meal.
- ✓ Eat fresh fruit or vegetables for snacks and consume beverages as you normally do.
- ✓ Eat your third meal as you normally would.

**CAN YOU SEE THE WEASEL???**

Consult your physician before starting any diet or exercise program. A registered dietitian can help you plan a healthy eating plan. Average weight loss 4.2 pounds.

# Exciting Product

- Simply stated, this applies to ads where the setting seems to overshadow the product.
  - i.e. vitamin commercial with someone climbing a mountain and the person is super small and the scenery really big.
  - Car advertisements that show places “no car has gone before”



- Ads give the impression that everyone is using this product and you don't want to be left out.
- What might this look like?

**BANDWAGON TECHNIQUE**

## ACTIVITY 2: Jingles

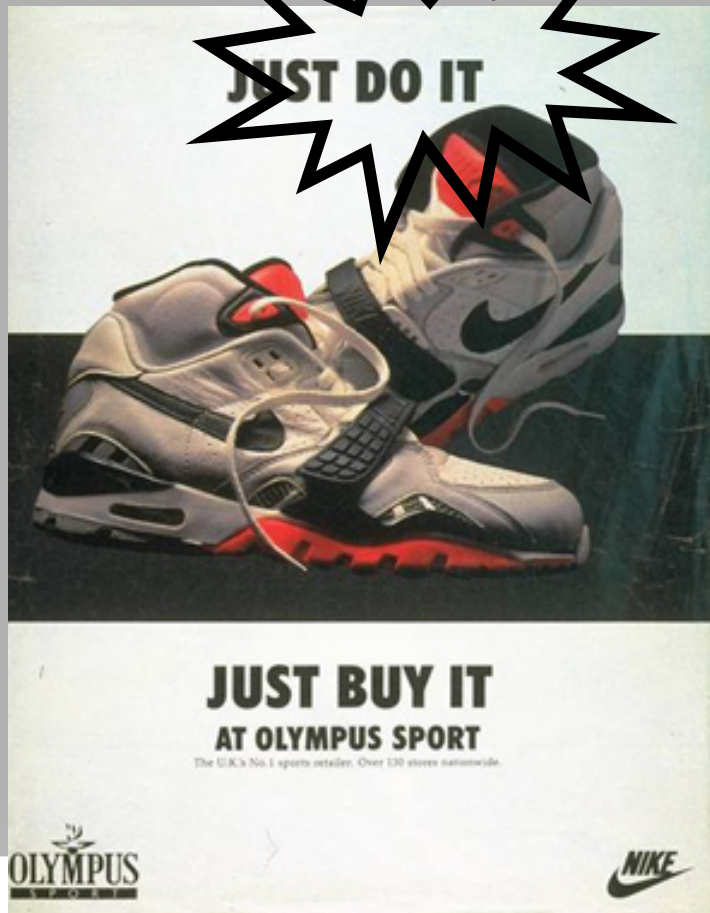
- Manufacturers create *jingles*, or catchy sayings, to encourage customers to think of their products. See how many students can complete the following food jingles and identify the food product that is connected to:
  - "Betcha can't eat just one....."  
(Frito Lay)
  - "It's a honey of an O, its....."  
(Honey-nut Cheerios)
  - "Good, good, whole wheat...."  
(Shreddies)
  - "You can't drink it slow, if it's...."  
(Quick)
  - "Leggo my...."  
(Eggo)
  - "I gotta have my...."  
(Corn Pops)
  - Silly Rabbit,.....Are for kids!"  
(Trix)
  - "When you've got the munchies,  
nothing else will do...."  
(Hostess Potato Chips)



# The "Jingle"



# Slogans – short tagline.



## The Colonel



Welcomes You to KFC

In 1939, Colonel Harland Sanders first gave the world a taste of his most famous creation, Original Recipe Kentucky Fried Chicken, featuring that secret blend of 11 herbs and spices. Since that time, millions of people the world over have come to love his one of a kind chicken, homestyle side dishes and hot and fresh biscuits.

We still take pride in doing things The Colonel's way, utilizing only the highest quality ingredients, innovative recipes, and time-tested cooking methods.

So come and dine with us, or take some home - any way you like it. Only KFC has so much tasty chicken, fresh from our kitchens, just for you.

What's New!



**Order KFC  
Gift Checks  
On-line!**



There's Fast Food...  
Then There's KFC

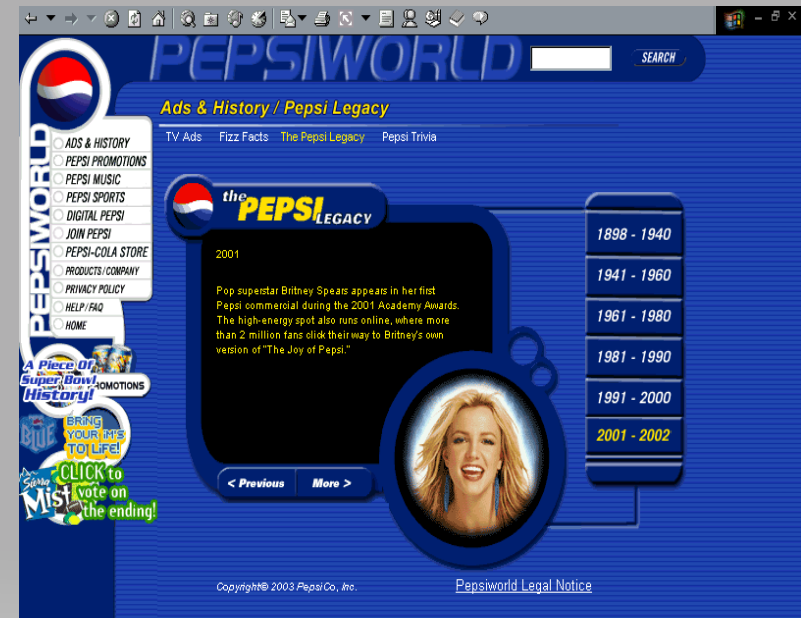




- These are ads that appeal to the emotions and make you feel connected to the story of the ad.
- Think about the name "String on your heart"
- PSA's and donations use frequently.
- Very often there is a "story" being told. The son who comes home from college and makes his parents Folger's coffee.
- Hallmark

## Heart Strings

# Star Power or Endorsement



## 7. The Endorsement or Testimonial

With this technique, a celebrity or authority appears in an ad to lend his or her stellar qualities to the product. Sometimes the people will actually claim to use the product, but very often they don't.



Got Milk?

<http://www.whymilk.com/index.htm>

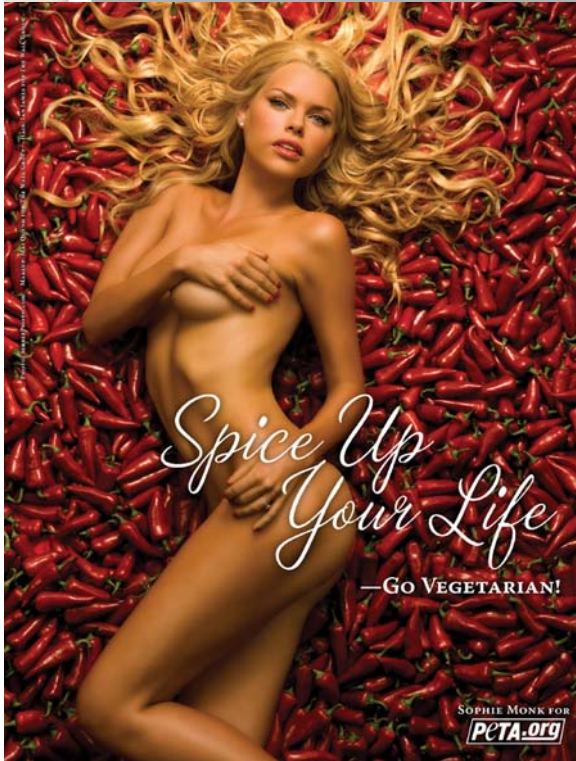
## Blue-Collar Approach

- These are ads created to appeal to the "common man/woman"
- Average Joes
- Think of old Levi Commercials.
- Diet Pills "I lost and so can you!"
- [http://  
www.youtube.com/  
watch?  
v=cJTwBXencHc&fe  
ature=related](http://www.youtube.com/watch?v=cJTwBXencHc&feature=related)
- [http://  
www.youtube.com/  
watch?  
v=eJgNIAqThUs&fea  
ture=related](http://www.youtube.com/watch?v=eJgNIAqThUs&feature=related)



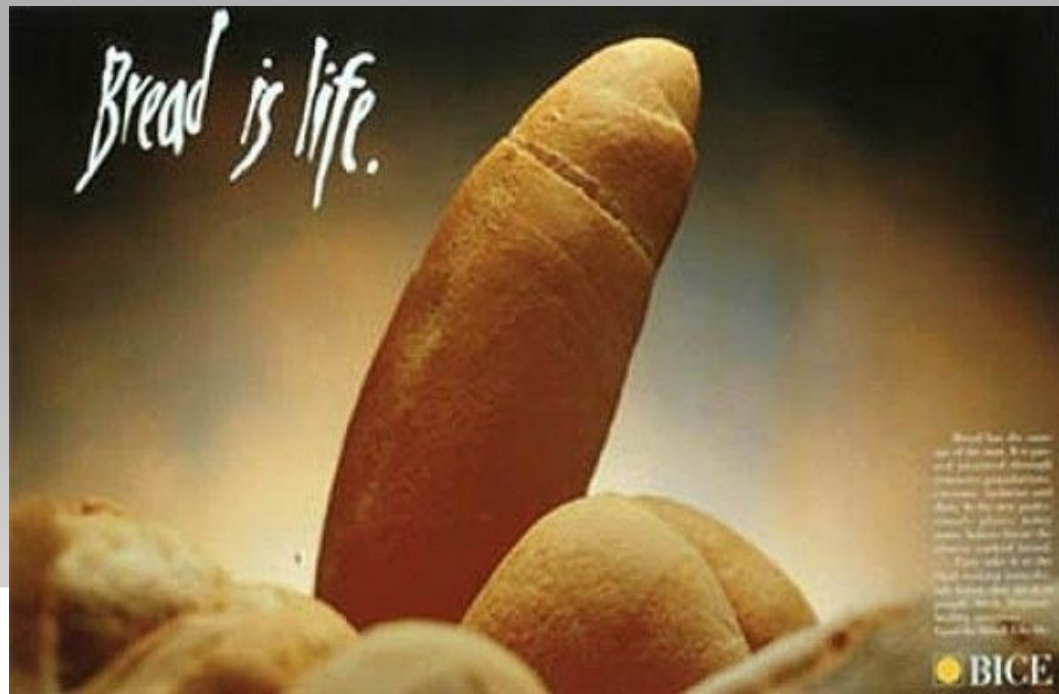
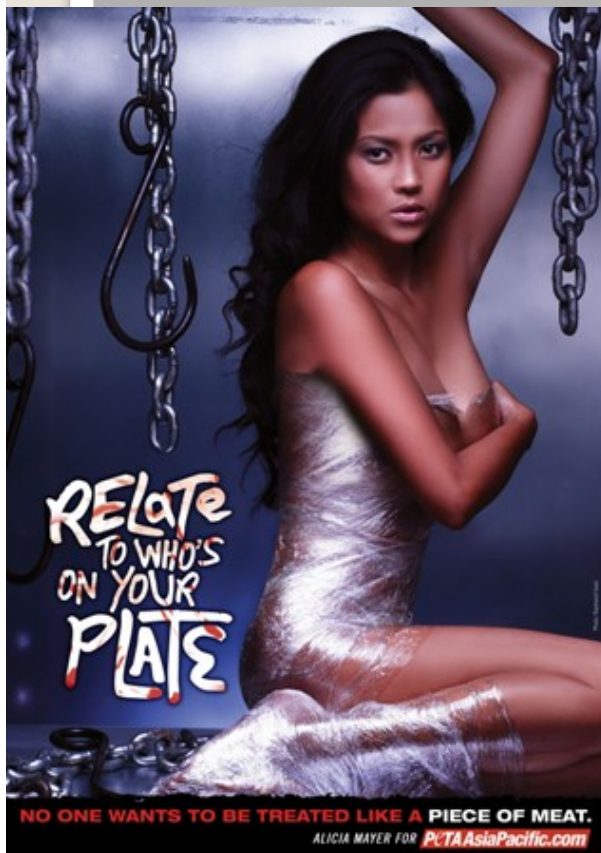
- Sexy sells....
- Frequent lack of clothing and sexually suggestive.

## Sex Appeal



# Shock Factor

- Ads that catch or attention for being risky and close to over the top. Might be suggestive, dangerous, unethical, illegal





- Butters up the customer.
- Says something nice about the person who uses the product
- Provides Compliments
  - "You're Great"
  - "You're Beautiful"
  - "You Deserve"



**Compliment the Consumer**

# Rewards or Special Offers

- Consumer will get something if they purchase the product
- Example: a coupon for use on next purchase, a toy, etc.



# Rewards for Consumer



Make the consumer feel like they are getting an added value by purchasing product. Also works well to attract the "screaming kid"

Uses broad, general terms that sound appealing to the audience but really say nothing informative about the product or could apply to any brand of the same product.

Example: "The American Way"

Any other product could potentially use the same slogan.

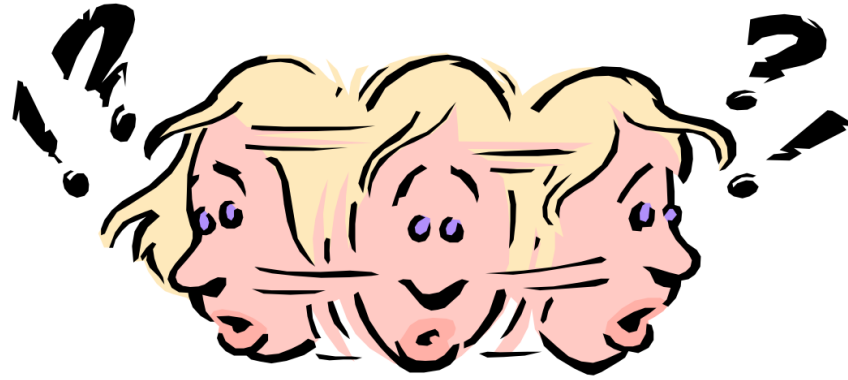
- The vague claim is simply not clear. It uses words that are colorful (sometimes weasel words) but the claim itself is meaningless. It often will overlap with other claims.

E.G. "Lips have never looked so luscious" --- Advertisement for lipstick  
How could you prove or disprove such a claim? Not measurable

E.G. "The deep rich lather will make hair feel new again" --- Shampoo  
New hair?

## Vague Claim

## 5. The "So What" Claim



This is a claim which is true, but which gives no real advantage to the product. It is similar to the "water is wet" claim, except it claims an advantage which is not shared by most of the other brands in the product category.

- e.g. "Geritol has more than twice the iron of ordinary supplements."

*But is twice as much beneficial to the body?*

- e.g. "Campbell's gives you tasty pieces of chicken and not one but two chicken stocks."

*Do two stocks improve the taste?*

- e.g. "Strong enough for a man but made for a woman."

*This deodorant claim says only that the product is aimed at the female market*

- In just 3 minutes, this man's hair will look a lot handsomer.

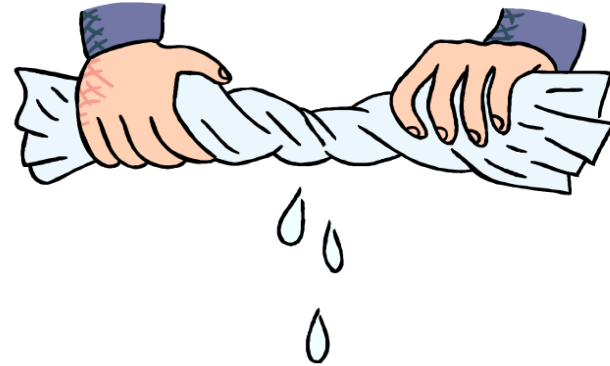
# Snob Appeal

- Appeal to people who want to become part of an “elite” or “exclusive” group.
- More than likely will not be for the “average Joe”
- Think of fashion magazines and high end clothes. What do the models look like? Would you see them on a farm working?

- The advertiser will tell you something good about the product but leave the ugly truth out.
- This has been especially popular in the last few years with 100 calorie snack packs.
- If it sounds too good to be true, it probably is.... Even Oreos have some vitamins, that doesn't mean they are healthy.

**Omission**

#### 4. The "Water is Wet" Claim



This technique claims something about the product that is true for any brand in that product category, for example, "Schrack's water is really wet." This is usually a statement of fact, but not a real advantage over the competition.

- e.g. "Mobil: the detergent gasoline"

*Any gasoline acts as a cleaning agent.*

- e.g. "Great Lash greatly increases the diameter of every lash."
- e.g. "Rheingold, the natural beer"

*It is made from grains and water, as are other beers*

- e.g. "SKIN smells differently on everyone"

*As do many perfumes*

## Special Ingredient

- Adding something to a product to set it apart from the competition.
- Just because glass cleaner has 6 extra ounces of water doesn't make it a better cleaner per-say.
- These ads are sometimes tough to spot unless you do a little research.

- Media models promoting popular trends including fashion, style, activities.
- Models appear flawless and reflect images that are unattainable.
- Enticing consumers with “fat free” foods leading them to believe that they are able to eat them in limited amounts instead of in moderation, also distorts the need for fat in the diet.

**Media Influences include...**



- Advertising fads in exercising and diet pills and machines promising “quick fixes” to life problems instead of lifestyle changes of exercising and changing eating habits.
- Advertising diet centers and techniques contributing further to image or idea of imperfection and being uncomfortable with self.
- Advertising for fast foods or other foods during times to appeal to specific audiences such as children and teen so influence family food purchases.

- How Stuff Works: How Ad Slogans Work  
<http://www.howstuffworks.com/ad-slogan.htm>

**Learn More About It**

- Advertising Slogans Hall of Fame  
<http://www.adslogans.co.uk/hof/>
- Advertising Slogans Game 1  
[http://www.chapmanrg.com/ME/F\\_SLOGAN.HTM](http://www.chapmanrg.com/ME/F_SLOGAN.HTM)
- Advertising Slogans Game 2  
<http://www.corsinet.com/braincandy/slogans.html>
- Top 100 Advertising Campaign  
<http://www.adage.com/century/campaigns.html>

**Ad Slogans**

- KFC <http://www.kfc.com/>
- Hanes <http://www.hanes.com/index.jsp>
- Pepsi  
<http://www.pepsi.com/current/index.html>
- Nike <http://www.nike.com>
- McDonald's <http://www.mcdonalds.com>
- I'd Like to Teach the World to Sing  
<http://www.niehs.nih.gov/kids/musich.htm>

## Resources

Current as of 1/10/03