



Advertising techniques

What other brand examples can you think of that use these techniques?

1. Imagery

Beautiful imagery, whether for holidays, food or clothes can make us want to buy the product or service.



2. Humour

Adverts may use humour to make you laugh and draw your attention. This also makes the advert more memorable.



3. Memorable music

Catchy tunes, lyrics or slogans may also be used to make people more easily remember the advert.



4. Celebrity endorsement

Celebrities' fame and images are often used to promote products and build popularity.



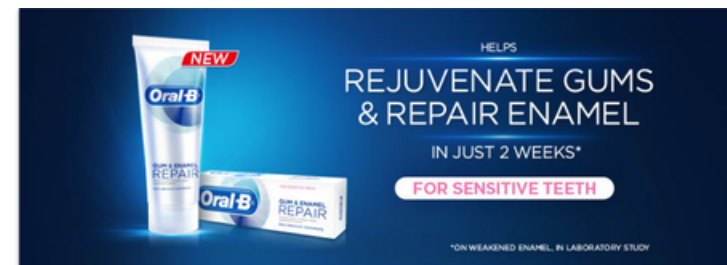
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5. Data and facts

Brands may use statistics, data or scientific facts to make people trust the brand more, and make their product more appealing.



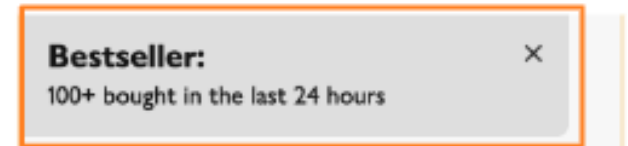
6. Discounts and offers

Discounts and offers can make people feel like they're great deal and so shouldn't miss out.



7. Social proof

Using the power of the crowds is a powerful way to make the customer more assured about the product.



8. Countdown timers

These tell the customer that there is a limited time to buy the product - this is known as scarcity. Companies add a sense of urgency to encourage spending.

