

Common Marketing Techniques

Bandwagon Effect

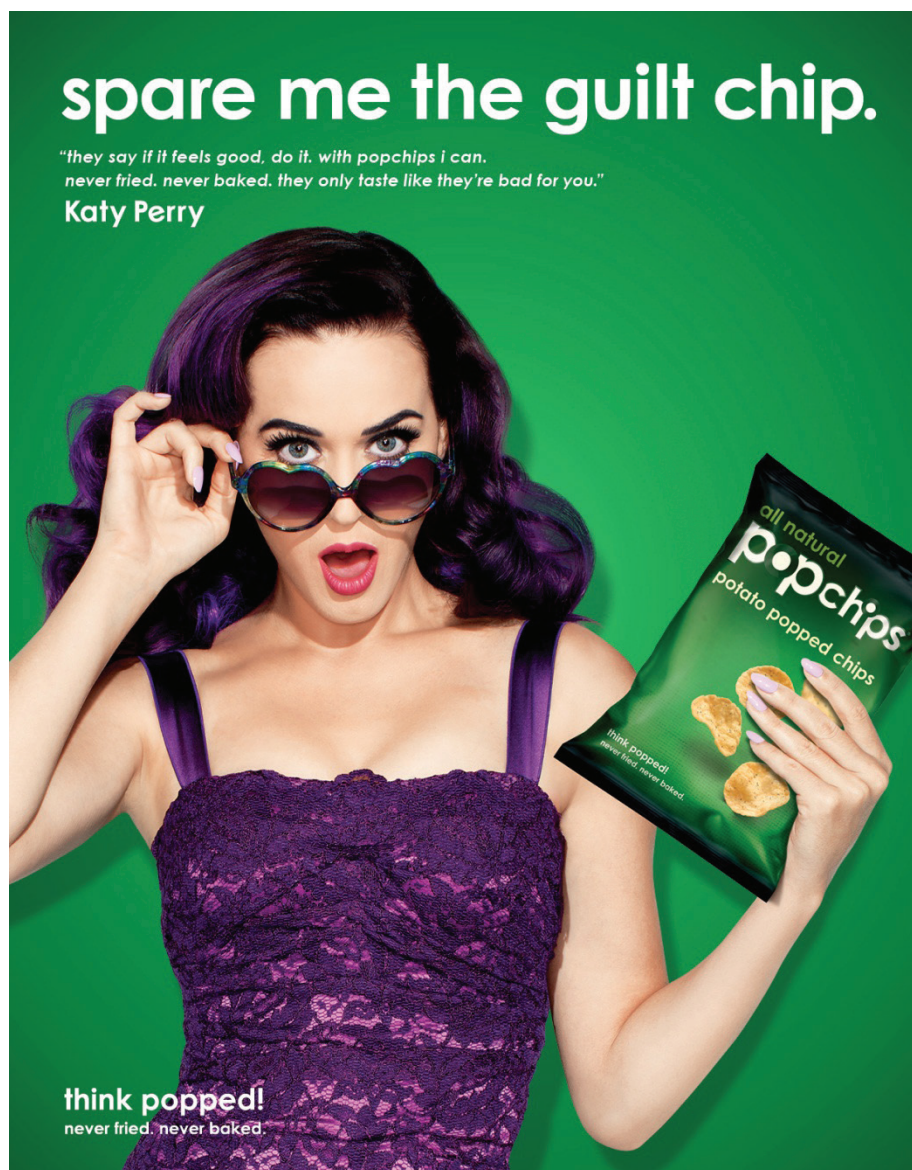
To persuade potential consumers by telling them that many other people are happy or successful by doing the same thing.



Common Marketing Techniques

Celebrity Endorsement

To use a famous personality to sell a product.



Common Marketing Techniques

Glittering Generalities

To use appealing words and images to sell the product. The message this advertisement gives is that if you buy the item, it will change your life.

things go
better
with
Coke
TRADE MARK



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Everyday Folks

To suggest that the product is a practical product of good value for ordinary people.

Wit and Humor

To attract consumers to products by giving them a reason to laugh or to be entertained.

Repetition

To repeat a product's name at least four times in the advertisement.