



# 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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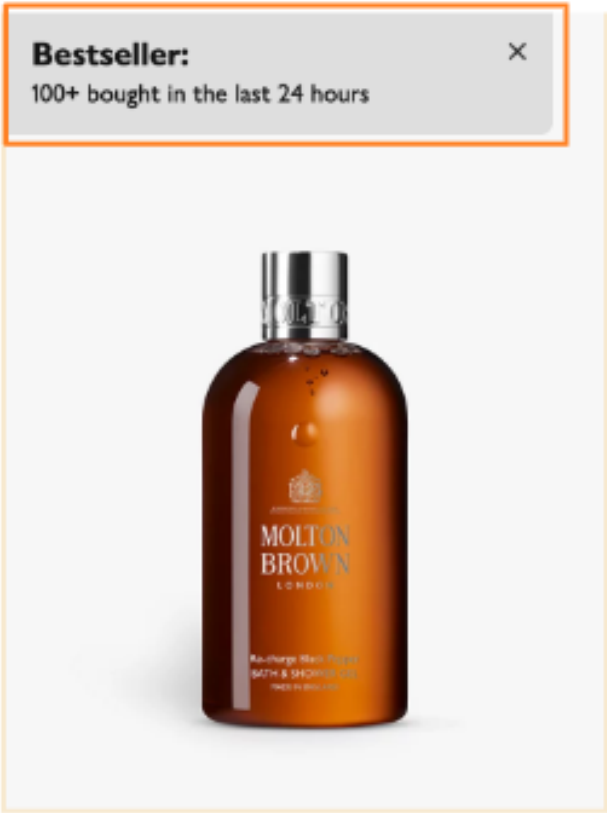
## 5. Data and facts

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



## 7. Social proof

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



## 6. Discounts and offers

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



## 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.

