

# How Advertisements Work

Companies want you to buy their products. They hire advertising agencies to design campaigns that will convince us to buy their products. Advertisers design their ad campaigns around the following concepts:

1. **Attention:** the ad does something to attract the audience's attention.
2. **Interest:** the ad develops audience interest in the product by using art, information, or language.
3. **Desire:** the ad tries to create a desire for the product by providing appealing features or emphasizing positive qualities of the product
4. **Action:** the ad encourages the audience to make the purchase

## FIVE PROPAGANDA TECHNIQUES THAT ADVERTISERS USE

1. **Bandwagon:** Persuading people to do something by letting them know others are doing it.
  - **Four out of five dentists surveyed recommend Crest.**
2. **Testimonial:** Using the words of a famous person to persuade you.
  - **Even the Bieber battles breakouts! "I think everyone deserves to be clear," says Justin, "so I'm really glad to tell people about Proactiv." Justin Bieber (2010)**
3. **Transfer:** Using the names and pictures of famous people, but not direct quotations.
  - **George Foreman: Marketing Champ of The World**  
**Almost everything George Foreman touches seems to sell.**
4. **Repetition:** The product name is repeated at least four times.
5. **Emotional Words:** Words that will make you feel strongly about someone or something.

Repetition  
Repetition  
Repetition  
Repetition

