TBLM Mod.2.4#2: Examples of Advertising Strategies

Advertising Strategies	
Bandwagon	• imply that everybody else is doing it, and therefore you can do it too
Card Stacking	• present only one side of the issue, requiring listeners to seek additional information before making a choice
Name Calling (Mudslinging)	• make a product look better by slamming and pinning a bad label on the competition
Plain Folks	• appeal to the common, ordinary people (like "all your neighbours" or "all your friends")
Price	• claim that a product has the best price
Rewards	• promise additions (such as toys, trinkets, free gifts, rebates, and so on) on the next purchase
Snob Appeal	• appeal to people who want to look like they're part of an exclusive group (such as movie stars or pop artists)
Testimonial	• have an individual (such as an athlete, a movie star, a celebrity, and so on) endorse a product