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## HOW TO ANALYZE ADVERTISING

Have you ever thought about how much influence advertising has on the decisions you make as a consumer?

Advertising is not just seen on television commercials and on billboards — it's everywhere. Today, you will find advertising at sports events, on buses, in public washroom stalls, online and digitally, and even on park benches!

In mixed and market economies, marketers create demand: they encourage you to buy products even if you don't need them.

Using evidence in the chapter so far, and advertising from other sources, identify techniques that marketers use to get you to buy their products. Find examples of:

### Bandwagon Effect

- Encourages you to buy a product or service because everyone else is.

### Emotional Appeal

- Uses strong emotional language that connects with your fears and desires.

### Glittering Generalities

- Relates the product or service to words or images that promise everything, but deliver little or nothing.

### Plain Folks Appeal

- Relates a product or service to the experience of ordinary folks.

### Testimonials

- Uses celebrities or experts to speak for a product.

### Scientific Appeal

- Uses statistics or scientific data to persuade consumers to buy a product or service.
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