

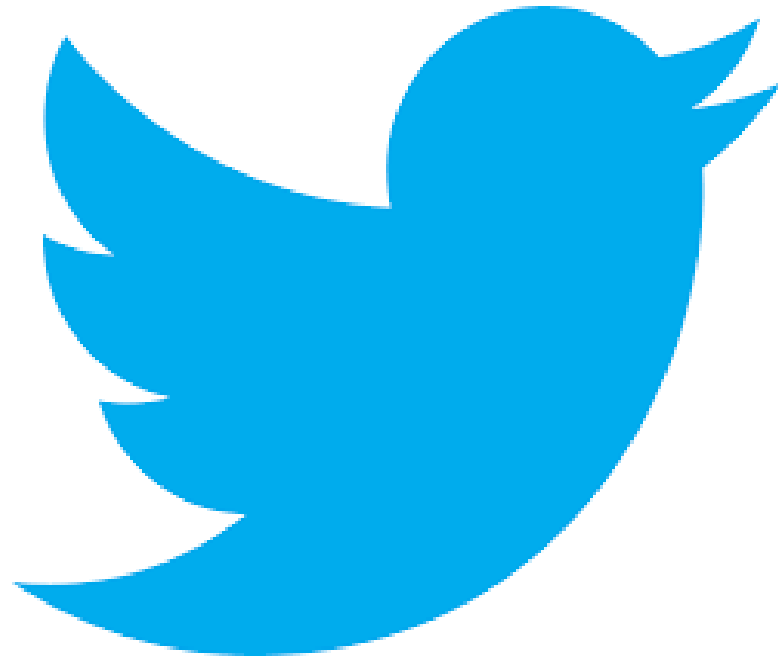


Advertising

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# Name that Logo

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Twitter

# Name that Logo

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# Name that Logo

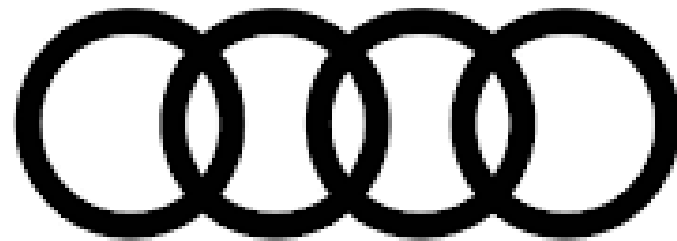
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Apple

# Name that Logo

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Audi

# Name that Logo

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Nike

# Name that Logo

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Communities  
United  
Against Police  
Brutality

# Name that Logo

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Tik Tok



# Name that Logo

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Champion

# Name that Logo

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Amazon

# Name that Logo

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Committee to  
Protect  
Journalists

# Name that Logo

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TM

Starbucks

# Name that Logo

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Pepsi

# Name that Logo

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Disney

# Name that Logo

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XBox

# Name that Logo

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The Nature  
Conservancy



# Name that Logo

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Mazda



# Name that Logo

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B Corp



# Name that Logo

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Netflix

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Why are some of these  
logos well-known and  
others not so much?

# Advertising

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Marketing communication that promotes or sells a product, service or idea.





Product  
placement

Billboards

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Other than logos, what other methods  
do companies use to sell their  
products?

Commercials

Ads on social  
media

Jingles



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What kind of ads do you see on  
social media?

Are they the same as your friends?  
Siblings? Parents?



# Common Advertising Techniques

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## **Emotional Appeal**

Appeals to “needs” or the fear factor

- need for something new
- need for getting acceptance
- need for not being ignored
- need for change of old things
- need for security
- need to become attractive, etc.
- fear of accident
- fear of death
- fear of being avoided
- fear of getting sick
- fear of getting old, etc.

# Common Advertising Techniques

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## **Promotional Advertising**

This technique involves giving away samples of the product for free to the consumers. The items are offered in the trade fairs, promotional events, and ad campaigns in order to gain the attention of the customers. *Think Costco samples*

# Common Advertising Techniques

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## **Bandwagon Advertising**

This type of technique involves convincing the customers to join the group of people who have bought this product and be on the winning side.

# Common Advertising Techniques

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## **Facts and Statistics**

Here, advertisers use numbers, proofs, and real examples to show how good their product works. For e.g. "Lysol kills 99.9% of germs" or "4 out of 5 dentists recommend Colgate"

# Common Advertising Techniques

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## **Unfinished Ads**

The advertisers here just play with words by saying that their product works better but don't answer how much more than the competitor.

# Common Advertising Techniques

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## **Weasel Words**

In this technique, the advertisers use words that leave some wiggle room. Ex: reduces, may, might, as much as, etc.



# Common Advertising Techniques

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## **Endorsements**

The advertisers use celebrities/influencers to advertise their products. The celebrity or star endorses the product by telling their audience about their own experiences with the product.

# Common Advertising Techniques

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## **Complimenting the Customers**

Here, the advertisers use punch lines which compliment the consumers who buy their products. E.g. Revlon says "Because you're worth it."

# Common Advertising Techniques

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## **Ideal Family and Ideal Kids**

The advertisers using this technique show that the families or kids using their product are happy go lucky. The ad always has a tidy and well furnished home, well mannered kids, etc.

# Common Advertising Techniques

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## **Patriotic Advertisements**

These ads show how using the product or service helps support their country. Ex: if you buy this product, you are going to help a child go to school.

# Common Advertising Techniques

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## **Bribe**

This technique is used to bribe the customers with something extra if they buy the product

Ex: "buy one, get one free", or "with this membership, you'll get 20% off on all services."

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# Advertisement Assignment (C1)