

Outfox those Charming Schmoozers

- A. Bandwagon – “Everyone is doing it.” Join in for certain victory, or because it’s a mass movement and you don’t want to be left behind
- B. Beautiful People – Using famous, happy, and/or attractive people to make you feel like the product can make you like them.
- C. Card Stacking – Making the product look better by comparing certain facts to the competition, but not sharing *all* the facts.
- D. Common Man – Also known as “ordinary people sell,” this technique uses ordinary people, clothing, language, etc, to sell the product, in order to relate to regular people.
- E. Emotional Appeal - Arouse emotions such as fear, humor, love, or desire
- F. Glittering Generalities – Uses emotionally appealing words but no actual data or concrete argument to prove it. Broad statements about audience beliefs.
- G. Name Calling – Targeting a specific competitor and using negative names to create an unfavorable opinion about them.
- H. Repetition – Using a jingle or word this is repeated over and over again, getting stuck in your head. Can be catchy music and jingles as well as slogans or phrases.
- I. Stretch the Truth – Exaggerate a fundamental aspect of the product that is true, but only to a certain degree.
- J. Statistics - Facts and figures are often used to make a product sound better, healthier, more effective, etc. Demonstrations of the product vs. a competitor are common.
- K. Testimonial - Popular stars as spokespersons, receiving big contracts to endorse products. YOU can resemble your celebrity idol by using the product.
- L. Transfer - Associate the product with something consumers love or relate to (so they will transfer the qualities of that positive image to the product.)

Commercial Video

Directions: As you watch the video, each commercial will be numbered. Determine which of the strategies above are used the MOST PROMINANTLY in that commercial. Put the letter or the name of the strategy in the box provided. Check the box if you heard a slogan or saw a logo in the commercial.

	Strategy		Strategy		Strategy
1		6		11	
2		7		12	
3		8		13	
4		9		14	
5		10		15	