**Four Persuasive Techniques**

(1) *Bandwagon*

• Creating the illusion that the majority is using a product or feels a certain way

• Examples: “Everyone is doing it!”, “America runs on Dunkin’”



(2) *Celebrity Testimonial*

• Having a popular athlete, actor, or public figure endorse a product to make it seem more desirable

• Examples: Beyonce for Emporia Diamonds, Michael Jordan for Nike

 

(3) *Emotional Appeal*

• Using fear, sympathy, or anger to motivate a consumer

• Example: creating a false sense of danger to sell insurance, showing pictures of starving children to raise money



(4) *Association*

• Creating the illusion that a product can create desirable effects

• Example: clothes make you pretty, body spray makes you popular, food makes you thin

