

# Tricks of the Trade

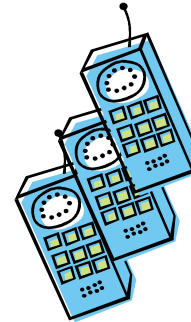
# Student Cards

## HEART STRINGS



These ads draw you into a story and make you feel good. One example is the fast food commercial where the dad and his son are shoveling snow from their driveway and the son treats his dad to a fast food burger lunch when they are done.

## REPETITION



These ads repeat the same commercial or print ad over and over again. Advertisers hope that if you see a product, or hear its name again and again, you will be more likely to remember it and buy it.

## SOUNDS GOOD



These ads contain jingles that you can't get out of your head. They are used to make you think of a product. Have you ever noticed that the volume of commercials is higher than the volume of the actual program?

Note to students: For this strategy, choose a print ad for a product that has a catchy jingle in its television ad.

## CARTOON CHARACTERS



These ads rely on cartoon characters to excite young kids into wanting the products being sold. Cartoons make young kids identify with products.

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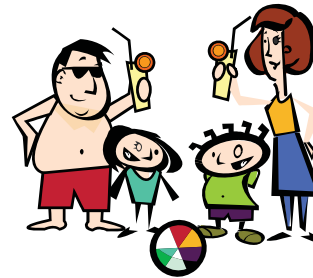
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### IDEAL KIDS & FAMILIES



These ads feature kids or families that seem perfect. They are hip looking, with the hottest fashions, haircuts, and toys. Ideal families are always attractive and everyone seems to get along. These ads represent the types of kids and families advertisers think the people viewing the ad would like to be.

### FAMILY FUN



These ads feature a product that is shown to bring families together, or helps them have fun together. All it takes is for Mom or Dad to bring home the “right” food, and a ho-hum dinner turns into a family party.

### EXCITEMENT



These ads promise excitement if you buy their product. One bite of a snack food and you’re suddenly snowboarding on the mountain, or onstage singing to a crowd of adoring fans!

### STAR POWER



These ads feature a favorite sports star or music celebrity using, or promoting a product as the best. For example, clothing designers give clothes to hip-hop stars to wear on stage (especially for awards shows) so millions of people will see this clothing line, and think it’s “cool.”

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## BANDWAGON



These ads tell you to join the crowd! Don't be left out! Everyone is buying the latest snack food: Aren't you? If you're "cool" and want to "fit in" you should be buying it too.

## SCALE



These ads make a product look bigger or smaller than it actually is to highlight good qualities or hide undesirable qualities. For example, cereal ads will show really large berries in the bowl.

## FACTS & FIGURES



These ads use important sounding figures and statistics to enhance their product's credibility. If it sounds like there is a lot of research behind the product, then it's easier for you to believe in it.

## PUT DOWNS



These ads put down their competition's product to make their own product seem better. They often use sarcasm, comparison studies, and testimonials.

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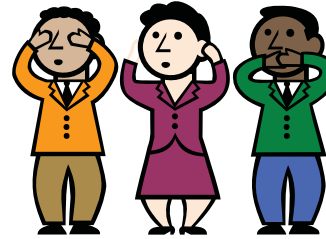
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## WEASEL WORDS



These ads use words that can mislead. Even though advertisers have to tell the truth, there are hundreds of deceptive phrases they are allowed to use. Look for: “Part of...” “The taste of real...” “Natural...” “New, better tasting...” “Because we care...” It sounds good, but means nothing.

## OMISSION



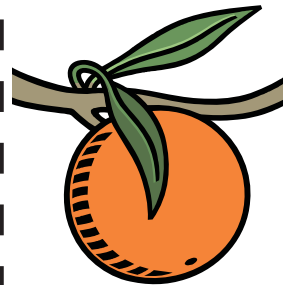
These ads don't give the full story. When a pastry claims to be “part” of a healthy breakfast, it doesn't mention that the breakfast might still be healthy whether this pastry is there or not. This omission therefore implies the breakfast will be healthier if it includes the pastry.

## R U COOL ENOUGH?



These ads try to convince you that if you don't use their products, you are a nerd. Ads do this by showing people who look un-cool: Once they try the product, they suddenly become hip looking and are shown doing cool things.

## COOKING NATURE



These ads show the transformation that occurs from raw materials to end product without showing the process. By showing oranges change straight to orange juice, it implies that when you drink processed orange juice, you are eating a natural orange, when actually it is unnaturally filled with sugar and additives!