



MARKETING STRATEGIES

BUILD CURIOSITY

People are drawn to the unknown, so when they see something new, it awakens their curiosity and they'll take a few minutes to scan the ad.

MAKE A PROMISE

If you want to convince consumers to buy a product, you have to show them what's in it for them. So your advertising has to seduce them with a promise: that the product/service is what they need (or want!). For example, an advertisement for a baseball glove will show a kid making all kinds of amazing catches, but it won't show when the ball squeaks past!

APPEAL TO EMOTION

Emotions—especially when it comes to health, security, friendship and love—influence consumer behaviour. A lot of advertisements play on consumers' emotions to convince them that buying the product will bring them happiness.

USE STARPOWER

Advertisements often use **celebrities** to sell products. The idea is to convince the target market that their favourite stars use the product that is being sold.

Other ads rely on **credibility**, by associating scientists with their product, like showing someone in a lab coat or having an association or recognized professional group support the product.

Other ads use **real life stories** from people who have used the product and say how great it is. Consumers tend to identify with people that look like them.

PROVIDE INFORMATION

In addition to telling consumers why the product is better than others, a good ad also gives basic information about the product. Ads are adapted to the age, sex and general knowledge/culture of the target audience.

REPACKAGE PRICES OR OFFER FINANCING

Another popular strategy is involves pricing. Rather than advertising a product for \$40, ads might talk about "4 low monthly payments of only \$10!" Some merchants offer low- or no-interest financing or "Buy now, pay later!" layaway plans.

Name: _____

Date: _____

MARKETING STRATEGIES

Check off the marketing strategies used in the video ad you saw in class, and explain.



Build curiosity

Make a promise

Appeal to emotion

Use starpower

Provide information

Repackage prices or offer financing

Would you want to buy this amazing product? Yes No

Explain your choice by talking about the marketing strategies used in the ad.

Name: _____

Date: _____

MARKETING STRATEGIES

1. Check off the strategies used in the ad.
2. Describe how the ad leverages these strategies.



Build curiosity

Make a promise

Appeal to emotion

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Provide information

Repackage prices or offer financing

Other