

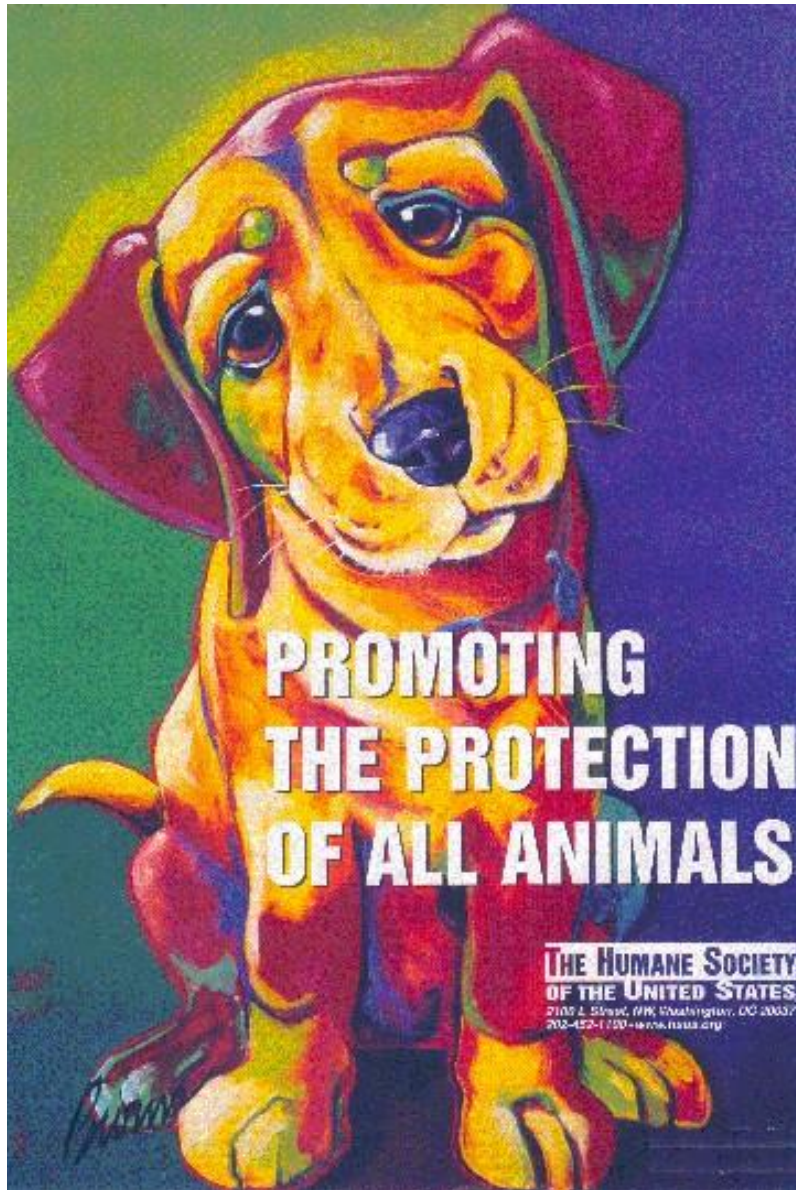
Section D

This section lends itself to visual examples more than any other. Every one of the ten techniques is exemplified in the sample set on this CD.

1. Appeal to Pity

The object of pity can be portrayed more sympathetically via pictures than orally.

Example of Appeal to Pity



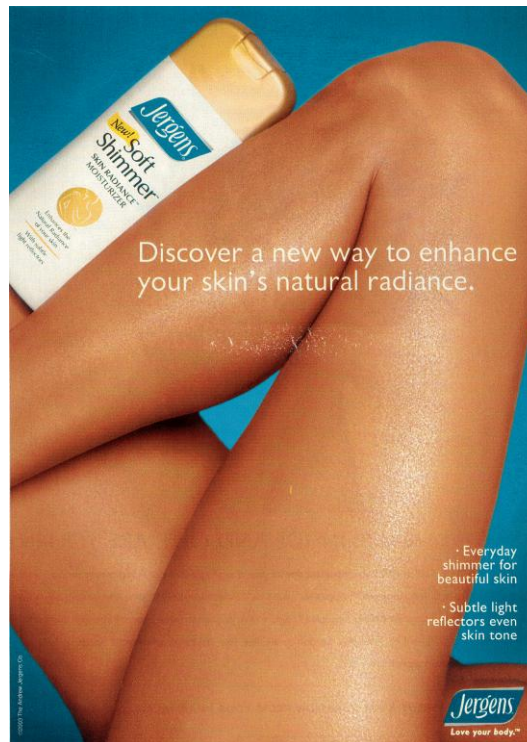
Comment on the example

Who can resist this cutey-pie?

2. Appeal to Flattery

Print ads may “butter you up.”

Example of Appeal to Flattery



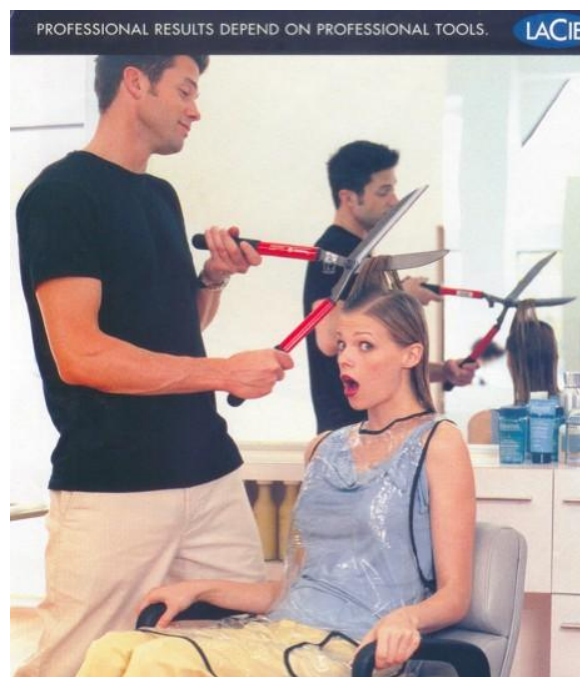
Comment on the example

The ad compliments “your skin’s natural radiance.”

3. Appeal to Ridicule

An ad may ridicule an opponent, a competing product, or an alternate approach.

Example of Appeal to Ridicule



Comment on the example

Using any other product is like cutting someone's hair with garden shears.

4. Appeal to Prestige

This technique appears particularly in real estate ads.

Example of Appeal to Prestige



Comment on the example

You'll spend the rest of your life bragging about how you attended this important event.

5. Appeal to Prejudice

This technique can be implemented in visuals as easily as in oral examples.

Example of Appeal to Prejudice



Comment on the example

"It's not for girls" is a blatant appeal to males.

6. Bargain Appeal

This is one of the most frequently used techniques in print ads.


Example of Bargain Appeal



7. Folksy Appeal

Print ads use pictures of families, children, pets, etc., to create a warm feeling.

Example of Folksy Appeal



Charles H. James III
*CEO of
C.H. James & Co.,
the oldest black-owned
company in America*

*Father to future
entrepreneurs Nelson,
William and C.H.*

Trust Northern.

And ensure your legacy lives on.

BELIEVING IN BEDROCK VALUES has kept the American dream going strong for the James family for four generations — and counting. It's also why Chuck has put his trust in Northern. Our renowned personal service and dedication to quality form a solid foundation for lasting relationships. We've been helping families build businesses and structure personal finances for more than a century. Just as we can help preserve, protect and grow capital for you, your family and your interests.

CALL WILLIAM MORRISON, President — Personal Financial Services, at 800-468-2352. For a future bright with the expectations of dreams fulfilled.



Northern Trust

Comment on the example

In addition to the picture, the phrases “Trust Northern” and “ensure your legacy lives on” make you feel comfortable.

8. Join the Bandwagon Appeal

This technique also fits into visuals in the same manner as oral examples.

Example of Join the Bandwagon Appeal



**Be Part Of The Largest Community
Of LSU Fans On The Net!!**

- Daily News About LSU Sports!
- Unique LSU Fan Perspectives!
- Thursday Night Chat!
- Member's Only Contests!
- Fan Interaction From Across
The SEC!
- Ticket Exchange!
- Real Time Game Updates!
- Largest, Most Popular LSU Forum
Seven Years And Counting!

DEATH VALLEY Only Comes Alive 7 Times A Year...
So What Are You Gonna' Do The Rest Of The Time?

JOIN...
TigerRoar.com[®]
THE VOICE OF LSU FANS!

Comment on the example

“Largest Community of LSU Fans,” “Largest, Most Popular LSU Forum” – get on board!

9. Appeal to Practical Consequences

No difference in this technique for visuals: it's a "catch-all" for proposed outcomes that do not fall under any of the other techniques of the section.

Example of Appeal to Practical Consequences

What you see.



What you smell.



Multiple Strength for Multiple Cats.

The advertisement is presented on a dark blue background. The top section, titled "What you see.", shows a cluttered living room with a beige sofa, a wooden coffee table, and a side table. Numerous cats and dogs are scattered throughout the room, some sitting on the furniture, some on the floor, and some on shelves. A large, fluffy white cat is sitting on the coffee table, wearing a yellow hat. The bottom section, titled "What you smell.", shows the same living room, but it is clean and tidy. The cats and dogs are gone, and the room is decorated with a red vase of flowers, a yellow basket, and a small yellow cat figurine. In the bottom right corner of this section, a white and yellow container of Tidy Cats Scoop Multiple Cats litter is shown. The website address "www.tidycats.com" is visible in the bottom left corner of the second image.

Comment on the example

Eliminating cat smell is a very practical consequence. The ad conveys that consequence visually in a clever way.

10. Passing from the Acceptable to the Dubious

A chunk of text is needed to implement this technique. However, the visual part of the ad can enhance the impact of the text.

Example of Passing from the Acceptable to the Dubious

