

## Common Ad Techniques

Technique	Example
Bandwagon	"Everyone's talking about it!"
Facts and statistics	"96% of people buy this brand over any other."
Weasel words	"There is <b>virtually</b> nothing else like it."
Compliments	"You deserve the best."
Bribe	"If you buy this product, we guarantee..."
Promotions	"Buy one now for 50% off."
Asking questions	"Have you ever wondered..."
Eco appeal	"This product is made from 100% recycled material."
Emotional appeal	"Your help is needed desperately."