Name that Logo

Twitter
Name that Logo

McDonald’s
Name that Logo

Apple
Name that Logo

Audi
Name that Logo

Nike
Name that Logo

Communities United Against Police Brutality
Name that Logo

Tik Tok
Name that Logo

Champion
Name that Logo

Amazon
Name that Logo

Committee to Protect Journalists
Name that Logo

Starbucks™
Name that Logo

Pepsi
Name that Logo

Disney
Name that Logo

XBox
Name that Logo

The Nature Conservancy
Name that Logo

Mazda
Name that Logo

B Corp
Name that Logo

Netflix
Why are some of these logos well-known and others not so much?
Advertising

Marketing communication that promotes or sells a product, service or idea.
Other than logos, what other methods do companies use to sell their products?

- Commercials
- Jingles
- Ads on social media
- Product placement
- Billboards
What kind of ads do you see on social media? Are they the same as your friends? Siblings? Parents?
Common Advertising Techniques

**Emotional Appeal**

Appeals to “needs” or the fear factor

- need for something new
- need for getting acceptance
- need for not being ignored
- need for change of old things
- need for security
- need to become attractive, etc.

- fear of accident
- fear of death
- fear of being avoided
- fear of getting sick
- fear of getting old, etc.
Common Advertising Techniques

Promotional Advertising

This technique involves giving away samples of the product for free to the consumers. The items are offered in the trade fairs, promotional events, and ad campaigns in order to gain the attention of the customers. *Think Costco samples*
Common Advertising Techniques

Bandwagon Advertising

This type of technique involves convincing the customers to join the group of people who have bought this product and be on the winning side.
Common Advertising Techniques

Facts and Statistics

Here, advertisers use numbers, proofs, and real examples to show how good their product works. For e.g. “Lysol kills 99.9% of germs” or “4 out of 5 dentists recommend Colgate”
Common Advertising Techniques

Unfinished Ads

The advertisers here just play with words by saying that their product works better but don’t answer how much more than the competitor.
Common Advertising Techniques

Weasel Words

In this technique, the advertisers use words that leave some wiggle room. Ex: reduces, may, might, as much as, etc.
Common Advertising Techniques

Endorsements

The advertisers use celebrities/influencers to advertise their products. The celebrity or star endorses the product by telling their audience about their own experiences with the product.
Common Advertising Techniques

Complimenting the Customers

Here, the advertisers uses punch lines which compliment the consumers who buy their products. E.g. Revlon says “Because you’re worth it.”
Common Advertising Techniques

Ideal Family and Ideal Kids

The advertisers using this technique show that the families or kids using their product are happy go lucky. The ad always has a tidy and well furnished home, well mannered kids, etc.
Common Advertising Techniques

Patriotic Advertisements

These ads show how using the product or service helps support their country. Ex: if you buy this product, you are going to help a child go to school.
Common Advertising Techniques

Bribe

This technique is used to bribe the customers with something extra if they buy the product

Ex: “buy one, get one free”, or “with this membership, you’ll get 20% off on all services.”
Advertisement Assignment (C1)