**ANALYZE INFLUENCES: EVALUATING ADS**

There are many subtle ways to influence people’s choices. Certainly not all of these things will harm your health, but influence is a strong factor in your life. To analyze influences on health, follow these four steps: 1)identify people and things that might influence you 2)evaluate how the influence might affect your behavior and decisions 3)choose positive influences on health and 4)protect yourself from negative influences on health.

Study the ten advertising appeals show on this page. Find ads in magazines that demonstrate all ten of these advertising appeals. You must have a different picture for each appeal. Please label each picture with the advertising appeal. Posters are going to be shared in class.

\***BRAND LOYALTY APPEAL** This technique tries to convince a person that one particular brand is better than all the others.

\***FALSE IMAGE APPEAL** This advertising technique tries to convince people that they will have a certain image by using a particular product or service.

\***BANDWAGON APPEAL** This advertising technique implies that everyone you know is using this brand. Teens who want to be “in” may “jump on the bandwagon” and buy the product.

\***HUMOR APPEAL** This advertising techniques contains something the sticks in the mind. It may be a catchy slogan, jingle, or cartoon. A teen may remember this “hook” and purchase the product.

\***GLITTERING GENERALITY APPEAL** This technique contains an exaggerated appeal that gets to your emotions. Teens may believe that a product will take care of their needs and buy it.

\***SCIENTIFIC EVIDENCE APPEAL** This technique uses data from surveys and laboratory test results to try to convince you this product is the best. Teens may believe that because data is shown, it has to be the best choice.

\***PROGRESS APPEAL** “The latest version is the best one to buy because it is new!” People often want to be known for having purchased the “latest.”

\***REWARD APPEAL** This advertising technique often offers a special prize, gift, or coupon. People can be tempted by this technique because they think that they will get something for nothing.

**\*SEX APPEAL** This technique tries to convince you that a certain brand will make you attractive and alluring beyond your wildest dreams.

\***TESTIMONIAL APPEAL** This technique uses a spokesperson, who sometimes is famous, to name the benefits of the product or service.