**Presentation Slides** 







### information

Presentation of simple, direct information

#### status

• Associates product use with those who have status, who are successful, and who enjoy and understand the "fine things in life"

#### peer approval

Associates product use with friendship/acceptance

#### hero endorsement

• Associates use of product with a well-known person

## physical attraction to others

Associates use of product with increased physical attraction/appeal

#### entertainment

• Associates product with entertainment and feelings of enjoyment

#### intelligence

Associates product with smart people who can't be fooled by gimmicks

#### independence

• Associates product with people who can think and act for themselves

#### unfinished comparison

Use of phrases such as, "Works better in poor driving conditions!" Works better than what?



Some commonly used approaches:

### guarantees

 Abundant use of statements such as "lifetime guarantee" and "satisfaction guaranteed, or your money back"

#### scarcity

• Merchant creates a false sense of urgency by claiming that supply or time is limited

## perceptual contrast

 Merchant presents undesirable/inferior option first to make the second option look far superior

## scientific or numerical claims

 "Nine-out-of-ten" may sound good, but many such claims can prove impossible to substantiate

## negative option

- Merchandise arrives automatically unless the consumer takes steps to stop shipment and billing
- Often used by book and record clubs



Techniques considered deceptive and/or misleading:

## "bait and switch"

- Advertisement entices consumers into the store with bargains that are too good to be true. Once consumers are in the store, they are told the item is unavailable and are shown a similar, but more expensive, item
- Often high-pressure sales tactics are used
- Illegal in most states

# exploitation of fears and misgivings

Ad feeds or plays on consumers' fears

## supermarket specials

• Advertisement of products that are not in stock or that are not readily available to consumers at the advertised price

## out-of-context quotations

• Comments by a noted person or passages from a story taken out of context to imply an endorsement of a product or service



Frequently seen misleading advertisements:

# health fraud

- Promises of overnight medical cures and treatments
- Products developed after "years of research" and "proven to provide immediate positive results"
- Testimonials from medical experts and satisfied customers

## credit repair

• Offers, for a fee, to fix a bad credit record

# "get rich quick" schemes

• Ads that offer an opportunity to earn a lot of money in a short amount of time with very little effort

## product misrepresentation

- Uses names similar to nationally recognized brand
- Merchandise offered at below-market value for a limited time only
- Vague descriptions of product

## travel fraud

- Offers accompanied by certificates for free or very low-cost travel
- Vague description of services and accommodations



## how to spot program-length commercials

- "Commercials" similar to the program content
- Sponsor identified at beginning or end
- One product is proclaimed superior

# protect yourself if you want to order the item

- Use a credit card
- The Fair Billing Act will offer you some protection if you have problems with the bill or the quality of the product

#### order or pay by mail

• Your purchase will be covered under the Mail Order Rule

## actions to avoid

• Giving your bank account number over the phone

#### remember

- Product claims are made by the advertiser
- Such claims represent neither an objective nor an independent evaluation of the product



## ask yourself basic questions

- Does the ad appeal to your emotions?
- Look beyond the appeal to find out what the ad really says (or doesn't say) about the product or service.
- What are the special features of the product?
- Are these features necessary?

## as you read, listen to, or watch advertisements...

- Search for fraud and deception in the ad.
- Be alert to ads that are misleading (those that make unreasonable claims about the product or service).
- Read the fine print, or listen carefully.