



Advertising Techniques

Creating an Advertisement

AIDA

Purpose:

This is generally to sell, inform or persuade an audience.

Techniques:

1. Attract ATTENTION by:
 - using specific images/ type/words/size.
 - making extravagant claims.
 - asking rhetorical questions for effect and emphasis.
 - appealing to a strong emotion such as security, health, sex appeal, success.
2. Generate INTEREST by:
 - providing details on price and availability.
 - employing euphemisms and hyperbole.
 - including impressive sounding statistical and technological claims.
3. Create DESIRE by:
 - stating benefits of the product.
 - enticing with language and images.
 - flattering the reader.
 - showing an association between the product and a romantic place or unforgettable experience.
4. Encourage ACTION by:
 - urging the reader to act now.
 - announcing a limited time on price and/or supply.
 - making opinions sound like facts.

Tips:

- Be clear on the product that is being sold.
- Link the product with a lifestyle, an image, a philosophy.
- Know the audience the product is aimed at.
- Use figurative language.

Adapted from: <https://corporatefinanceinstitute.com/resources/knowledge/other/aida-model-marketing/>
<http://www.markedbyteachers.com/as-and-a-level/media-studies/using-aida-to-analyse-an-advert-for-a-power-bar.html>