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ANALYZE: The Influence of Advertisements

We all know that advertisements and “exclusive” offers - whether they are on TV, your phone, your email, the radio, online, etc. - are trying to convince you to *do* something. Sometimes, it can be easy to laugh at a commercial because it’s poorly done or it’s trying too hard. However, many advertisements cleverly use tactics that you may not even be aware of to get you to do the thing they want!

In this activity, you’ll explore some of these strategies and then analyze a handful of advertisements to determine which technique they’re using most effectively to influence you.

**Part I: The 6 Ways of Influence**

1. Read the article, [*The 6 Ways of Influence*](https://ofdollarsanddata.com/the-6-ways-of-influence/), to discover some of the key tactics advertisers use to grab your attention and influence you. Then, fill out the table below:

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| **Way of Influence** | **Short Description In Your Own Words** |
| Authority |  |
| Commitment and Consistency |  |
| Social Proof |  |
| Reciprocity |  |
| Liking |  |
| Scarcity |  |

**Part II: What Influence Is This Ad or Offer Using?**

Using the information from the article you just read, think critically about the following commercials and offers. Then, answer the questions in the table that follows each one.

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| **Exhibit #1** |

**Watch This:** <https://www.youtube.com/watch?v=M7FIvfx5J10>

1. What is this advertisement trying to get you to do?

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1. Which way of influence do you think this advertisement is using MOST effectively to influence its audience?

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1. Explain your reasoning.

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| **Exhibit #2** |

**Watch This:** [**Coca Cola Commercial**](https://www.youtube.com/watch?v=5-ahnFYzMp8)

1. What is this advertisement trying to get you to do?

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1. Which way of influence do you think this advertisement is using MOST effectively to influence its audience?

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1. Explain your reasoning.

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| **Exhibit #3** |

**Watch This:** [Adidas – Break Free (youtube.com)](https://www.youtube.com/watch?v=gXfLl3qYy0k)

1. What is this advertisement trying to get you to do?

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1. Which way of influence do you think this advertisement is using MOST effectively to influence its audience?

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1. Explain your reasoning.

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| **Exhibit #4** |

**Watch This:** [(260) Mercedes-Benz Fable Commercial - YouTube](https://www.youtube.com/watch?v=InJxFflAeso)

1. What is this advertisement trying to get you to do?

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1. Which way of influence do you think this advertisement is using MOST effectively to influence its audience?

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1. Explain your reasoning.

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| **Exhibit #5** |

**Watch This:** [(260) Little Caesars: Best Thing Since Sliced Bread - 2020 Super Bowl Commercial - YouTube](https://www.youtube.com/watch?v=R_qiOuaop8o)

1. What is this advertisement trying to get you to do?

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1. Which way of influence do you think this advertisement is using MOST effectively to influence its audience?

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1. Explain your reasoning.

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| **Exhibit #6** |

**Watch This:** [(260) Every Table Has A Story - YouTube](https://www.youtube.com/watch?v=o-Ikkh5oxuo)

1. What is this advertisement trying to get you to do?

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1. Which way of influence do you think this advertisement is using MOST effectively to influence its audience?

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1. Explain your reasoning.

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