

**Socio Cultural Influences**

Name \_\_\_\_\_

How Do Advertisements Appeal to Our Thinking and Motivation?



*Television and subjective reality.*

*Advertisers do not want us to think, they want us to say “yes”. Robert Cialdini explains the influence professionals use with **six strategies**.*

- a. **Reciprocation** we give back to others what they give to us  
If you get something from me, you’re more likely to buy the product
- b. **Scarcity** Things that are rare are more attractive
- c. **Authority** following the lead of the legitimate leader Does the person have expertise or status?
- d. **Commitment** we make a stand so we commit to the related activity. If you agree to a small action, you’re more likely to commit to a larger buy
- e. **Liking** saying yes to people you like. Do you identify with or like the person selling the product?
- f. **Consensus** saying yes if others are also saying yes You should buy the product because others are.

*While watching the Ten Greatest TV Advertisements Of All Time, identify the company, product and the kind of strategy being used to influence the consumer. NOTE: some may be used more than once, some not at all.*

<i>Ad</i>	<i>Company</i>	<i>Product</i>	<i>Strategy</i>
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____
6.	_____	_____	_____
7.	_____	_____	_____
8.	_____	_____	_____
9.	_____	_____	_____
10.	_____	_____	_____