

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](#), to discover some of the key tactics advertisers use to grab your attention and influence you. Then, fill out the table below:

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.

Exhibit #1

Watch This: [Adidas Originals: End Plastic Waste](#)

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

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

4. Explain your reasoning.

Exhibit #2

Watch This: [Coca Cola Commercial](#)

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

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

7. Explain your reasoning.

Exhibit #3

Watch This: [“Freak Out” Let it Go Cashback Match Discover It Commercial](#)

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

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

10. Explain your reasoning.

Exhibit #4

Watch This: [Post Honey Bunches of Oats Commercial](#)

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

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

13. Explain your reasoning.

Exhibit #5

Watch This: [Colgate Commercial](#)

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

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

16. Explain your reasoning.

Exhibit #6

Watch This: [Potty Patch - As Seen On TV Commercial](#)

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

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

19. Explain your reasoning.

Part III: Reflection

20. In one paragraph, explain how understanding the 6 Ways of Influence has impacted the way you see advertisements and offers in your daily life.