

Persuasive Devices

- **Positive Statements**

This delight will melt on your tongue

- **Facts & Statistics**

Just 5% fat

- **Superlatives**

Our ice cream is the best ever!

- **Repetition (Rule of three)**

Delicious pizza, delicious pasta, delicious everything!

- **Exaggeration**

This ice cream is the best ever ice cream!



- **Imperatives**

Eat my scrumptious food!

- **Urgency**

Hurry – the sale ends Monday!

- **Strong Adjectives**

Mouth-watering – Healthy – Tasty

- **Alliteration**

Lighter lunches from Logan's Lounge

- **Comparison**

Our products are healthier than McDonalds

- **Pronouns to involve reader**

You can get it now for £1.99

- **Comparatives**

They're better than the last bunch

- **Endorsement**

It's been described as a fabulous, healthy treat

- **Bonus Words**

Free, extra, discount, sale, 10% off, etc.



- **Noun Phrases**

Crisp, warm, spicy pasta baked in a smooth succulent tomato sauce

- **Rhyme**

Clover, loved all over

- **Powerful verbs**

Use a range of powerful verbs, avoiding dull language. In particular, use positively-affirming vocabulary, e.g. 'will'/'do', rather than 'can' *You will love our products*

- **Phrases of expansion**

Suggestion that there is insufficient space/time to list all the positives of a product, e.g. *all this and much much more...*

- **Minimal Effort for Maximum Reward**

For just 50p, you can have all this!

- **Rhetorical Questions (interrogatives)**

Do you want your house to be sparkly clean?

- **Short Sentences**

Try this delicious delight.

- **Short Phrases**

The ultimate in food history!



- **Simile**

Compare the product to something positive, possibly unrealistically: *"as delicious as your mum makes", "tastes like gold dust"*

- **Play on words**

Often has a metaphorical aspect. Frequently incorporates the name of a brand or product: *The future's bright, the future's orange ; Maybe she's born with it? maybe its Mabelline; Thank Crunchie it's Friday*

- **Metaphor**

Krusty's: the Mercedes of burger bars

