

Marketing Tricks

Write definitions.

EXAMPLE:

shoppers

- 1 You probably think that you are immune to advertising. But look at yourself. What brand of shoes are you wearing today? What type of car do you drive? What computer do you use? Chances are good that you have some brand loyalty.
- 2 Most **consumers** are attracted to certain brands without realizing why. Marketers, however, understand very well what motivates people, and they are experts at manipulating us and convincing us to spend more. Here are just some of the ways they do it.
- 3 **Gift Cards:** Gift cards seem like such a great idea. Instead of shopping for a gift, we present our mother with a plastic card from Sears or Future Shop, and she then picks out a gift at that store. The problem is, a lot of us **shove** the cards in our pocket or purse and then forget about them. Consumer Reports National Research Center found that 27 percent of those who receive gift cards never use them. Businesses know that people forget, and that is why everyone from Second Cup to Victoria's Secret offers the little cards. They present a tremendous amount of easy profit for the companies that distribute them. According to Joseph T. Hallinan, in *Why We Make Mistakes*, consumers "lose about \$8 billion **annually** by not redeeming gift cards."
- 4 **Multiple unit pricing:** An extremely effective way to get consumers to spend more is to price items in multiple units. Thus, cans of sauce are advertised as "Four for \$5" rather than "One for \$1.25." According to Hallinan, the number "4" acts as an anchor. "Shoppers see the number 4 and, without really thinking about it, pick up four cans."
- 5 **Quantity limits** are also effective at boosting sales. On a toilet paper sales rack, the "Sale: Maximum 5 per customer" works very well to increase sales. Customers think the store might run out of stock, so many people buy the maximum.
- 6 **Odours:** Companies use scents in marketing. Smells attract us on a primal level. Bakeries rely on the smell of baking bread to **entice** shoppers into the store. These days, many other store owners purposely inject odours into their ventilation systems, hoping the odours will encourage customers to **linger**. Bloomingdales, Lexus, and Omni Hotels are just some of the companies that pump the air with odours such as green tea and lemongrass.
- 7 **Appeals to emotion:** Most ads are not trying to reason with us; they are **targeting** our emotions. Advertisers realize that the pathway to the emotional brain is quicker than the route to the logical brain, and they use that knowledge. They hope to imprint brands on people's identities. For example, Clinton Kilts of Emory University conducted experiments on volunteers. When people saw certain brands, such as Apple or Nike, blood **rushed** to the part of the brain associated with self-identification. The product is part of their personalities.
- 8 Brand loyalty can be stronger than product preference. L. Frank, the author of *Mindfield: How Brain Science Is Changing Our World*, says that in taste tests, most people prefer Pepsi, yet they still **purchase** Coke. Why? Coca Cola spends billions of dollars creating emotional associations with the product, and the advertising works. People like Pepsi, but Coke is associated with warm feelings of childhood.
- 9 As a consumer, what can you do about marketing manipulation? Be conscious of your environment. If you walk into a Tim Horton's, look at the "Two chicken wrap" meal and just buy one. Ask yourself if you own your Mac laptop or if the Mac laptop owns you. **Switch** brands and try something new. Basically, pay closer attention to your purchasing decisions.

(621 words)

Sources: Consumer Reports National Research Center

Frank, Lone. *Mindfield: How Brain Science is Changing Our World*. Oxford: Oneworld, 2009. Print.

Hallinan, Joseph T. *Why We Make Mistakes*. New York: Broadway, 2009. Print.

Solomon, Michael R., Greg Marshall, and Elnora Stuart. *Marketing: Real People, Real Choices*. Upper Saddle River: Pearson, 2008. Print.