The Unfinished Claim

The product is said to be bigger or better or stronger, but the ad does not finish the comparison.

Example: “Leaves teeth looking *whiter!*”

Whiter than what? The ad does not say!

The Weasel Word Claim

Weasel words make claims sound convincing, but are actually quite meaningless. Common weasel words include *helps*, *fights*, *strengthens*, and *virtually*.

Example: “*Fights* bad breath.”

*Fights* it, but does not *stop* it!

The “We’re Unique” Claim

Claims that there is nothing else like the product advertised. Being unique is seen as being superior.

Example: If a company added blue food colouring to their lemonade, they could advertise by saying, “There’s nothing quite like Blue Lemonade!”

Just because it is unique, does that make it better?

The “Water is Wet” Claim

Focuses on something about a product that is true about any brand in that product category.

Example: “Gatorade quenches your thirst!”

*All* sports drinks quench your thirst!

So does water!

The “So What?” Claim

A claim is made that is true, but really gives no advantage to the product.

Example: “Twice as much Vitamin C as

the other guys’ orange juice!”

So what?! People will buy the brand that is cheaper or the brand that tastes better.

The Endorsement

This technique uses a celebrity in an ad to get people’s attention and to make them think that the product being advertised is superior because it is associated with a famous face.

Example: Professional athletes are usually featured in commercials for Nike, RBK, etc.

The Testimonial

This approach uses “average people” to endorse a product, which leads the audience to think that people “just like them” use the product.

Example: The “average people” who lose weight and build muscle using equipment like the Bowflex.

The Scientific/Statistical Claim

This kind of ad relies on scientific proof or very specific numbers to impress their audience.

Example: “Lysol kills 99.9% of germs!”

Incomplete Information

The ad can make some claim that is accurate but incomplete. Important information is left out that could lead to misunderstandings.

Example: “Part of a nutritious breakfast!”

Well, what’s the other part?