

## Examples of Propaganda

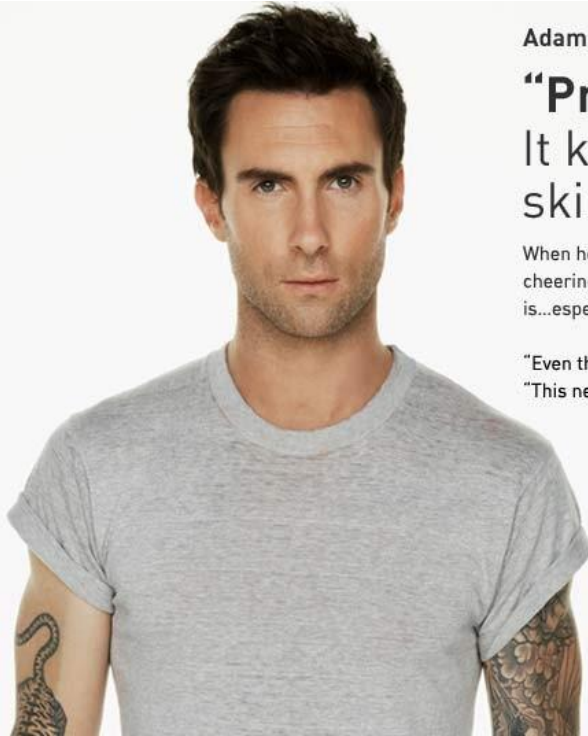
### Emotional appeal



### Glittering Generalities



## Testimonials



Adam Levine Says:

**“Proactiv+ is a game changer:  
It kills acne AND treats your  
skin right.”**

When he’s not ripping up the pop charts with hits such as “Moves Like Jagger” or cheering on his team on NBC’s *The Voice*, singer Adam Levine is telling it like it is...especially when it involves your skin.

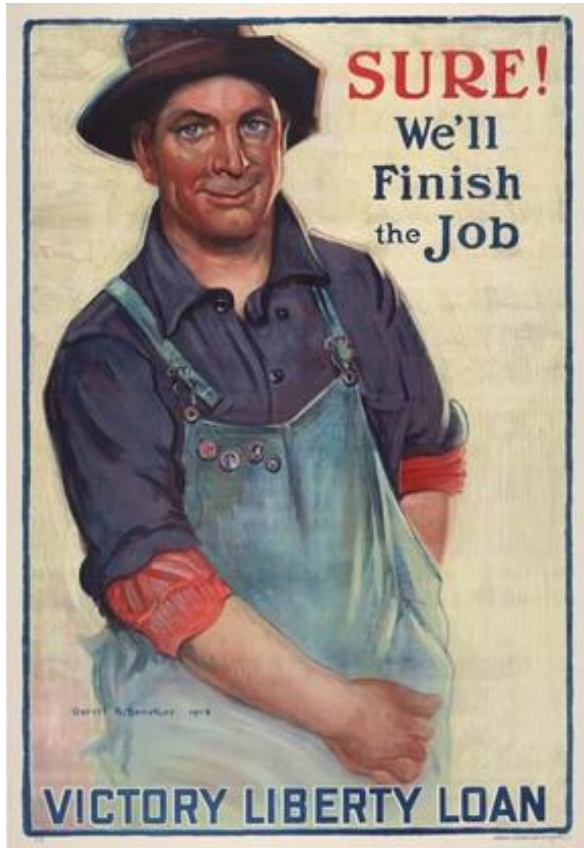
“Even though I’m a celebrity, I get acne, too.” But now Adam has Proactiv+.  
“This new Proactiv+ is awesome.”

\* results may vary

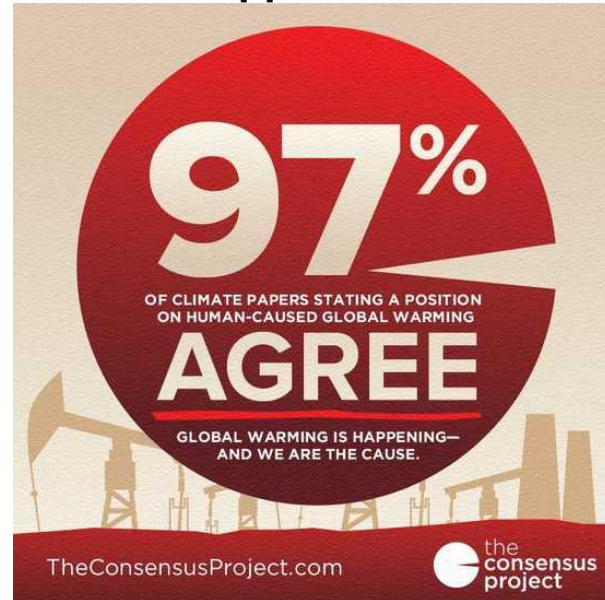
## Bandwagon



## Plain folks



## Scientific approach



## Snob appeal



**THE ADVANTAGE IS UNDENIABLE.\***

**UNDER ARMOUR:** the original performance apparel, is made for every climate and condition. Our exclusive moisture fabric's wick sweat from your skin, keeping you dry and light while allowing your body to adjust its temperature throughout the elements. **MoistureWick** - what it's hot and ColdGear - what it's cold.



**Card stacking**

**BIG TASTE, LESS FAT\***

Introducing **SATISFRIES™**, a new great tasting crinkle-cut french fries with 40% less fat and 30% fewer calories. Satisfries are cut from real, whole potatoes and fried to tasty perfection – so they're always crispy on the outside, and hot and fluffy on the inside. You heard it here, incredible things are happening to French Fries.

**40% LESS FAT\***    **30% LESS CALORIES\*\***    **BIG TASTE**



 **GET SATISFRIED!**  
Post your Instagram pic using #Satisfries and @BurgerKing

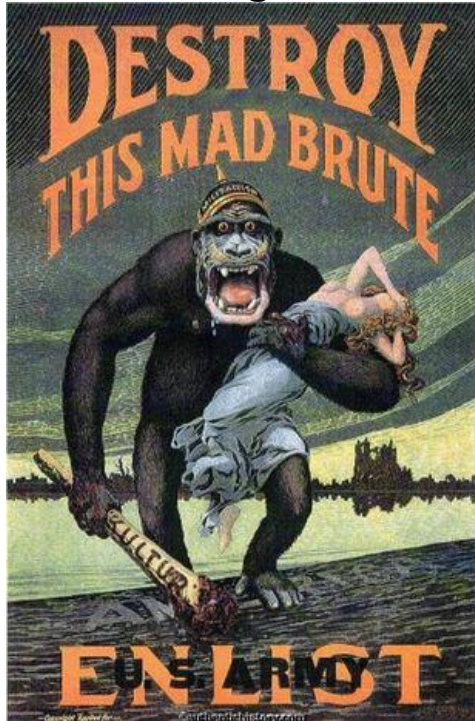
**#SATISFRIED**  
*Instagram*

\*40% LESS FAT THAN MCDONALD'S® FRENCH FRIES – 11.2 G VS. 6.3 G PER 70 G SERVING.  
\*\*30% FEWER CALORIES THAN MCDONALD'S® FRENCH FRIES – 226.8 CALORIES VS. 150.5 CALORIES PER 70 G SERVING.  
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## Transfer



## Name-calling



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