

Persuasive Techniques

WORD WORK: *Lee's Jeans*

Give one example of a way that Lee innovated his product to meet a customer need.

INNOVATION

IN YOUR OWN WORDS

Why is it helpful for a product to become ubiquitous? Give another example of a ubiquitous product.

CASE STUDY: *Lee Jeans*

When you think of flashy products that appeal to a lot of people, jeans probably don't come to mind right away. However, many people have a pair of jeans (or several!) in their wardrobe. One of the companies responsible for this is Lee Jeans. Over the years, they have marketed jeans to everyone from cowboys and farm workers to hippies and fashionistas. How did Lee work to make this happen?

The HD Lee Mercantile Company was founded by Henry David Lee in Salinas, Kansas in 1889. At first, Lee made jackets and simple jeans geared towards cowboys. One of his innovations was a slanted jacket pocket that made it easier for cowboys to reach into them while riding. This was something that was easy to advertise and made that convenience a company priority. They also decided to make jeans a ubiquitous concept.

During World War II...



Nouvelle ELA

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ADVERTISING PROJECT

STRATEGIC PLAN: Brainstorming

TARGET GROUP

PRODUCT #1:

PRODUCT #2:

Parents

Needs:

Kids' safety

Wants:

Rest, family time, kids entertained

TELEPORTER

Plain Folks Appeal
- lots of busy parents

Fear

- what could happen without one?

MICROJUICER

Scientific Approach
- healthy kids

Plain Folks

- back to the basics

Teens

Needs:

Brainstorming pages help students organize their thoughts and hold students accountable for any independent/group planning time given in-class.

WORD WORK: Lee's Jeans

WHOLE-CLASS VERSION:
Use the modified project des...
week. Groups of 3-4 are clas...

NONFICTION

CASE STUDY: Lee Jeans

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During World War I, Lee® was contracted by the US Government to design fatigues for American soldiers - an outfit called the Union-All. Even though this was meant to bolster American manufacturing, the move also solidified the position of jeans in the American psyche. The appeal for jeans



ADVERTISING PROJECT: Guidelines

work in a group to create a marketing campaign for an imaginary product. You will create three target groups (young moms, bachelors, older men, middle-schoolers, etc.) to market your original product. Your group will spend the next week working on designing and its various components. Your final grade will be based on the design, and utilization of persuasive techniques.

Design must include:
A graphic plan outlining the product you will sell. Describe the product and the techniques targeted to these groups. This plan should explain why each technique should work. (2 pages)
A persuasive message for each target group, using your chosen

STRATEGIC PLAN: Brainstorming

TARGET GROUP	PRODUCT #1:	PRODUCT #2:	PRODUCT #3:

STUDENT SAMPLE

Emergency Services Commercial Script
due to the fact that an ambulance cannot get the... responsible for one of these

Narrator: Each accident site is unnecessary.
(A person g...
Narrator: The burning b...
(A house...
Narrator: faulty of don't le...

STUDENT SAMPLE

Strategic Plan

- Product: The TELEPORTER
- A device that when you step into its cylinder-like structure, it transports you to where ever you set it to, using the Earth's electromagnetic field. Set it with a small remote-like device that is included in the packaging.
- Three Focus Groups:
- Parents
 - Teenagers
 - Emergency Services (Firefighters, Police Officers, etc.)
- Characteristics of each Group:
- Parents: Have to work, have a lot of responsibilities, care/concerned about their kids, easily get tired and frustrated, lives are controlled by their kids needs/appointments, don't have much leisure time, etc.

Don't be the person who let's the innocent suffer.

This flexible resource includes a student sample, nonfiction reading and vocabulary activities, a rubric, and plenty of ideas for differentiation.

CHECK OUT THE WHOLE PERSUASIVE TECHNIQUES UNIT!

What other teachers are saying...

I loved the wide variety of materials that are included in the bundle.

Unit-Wide Resources

This is hands down the best persuasive unit I have seen, it includes everything you need from **start to finish**. Thanks for all your hard work!

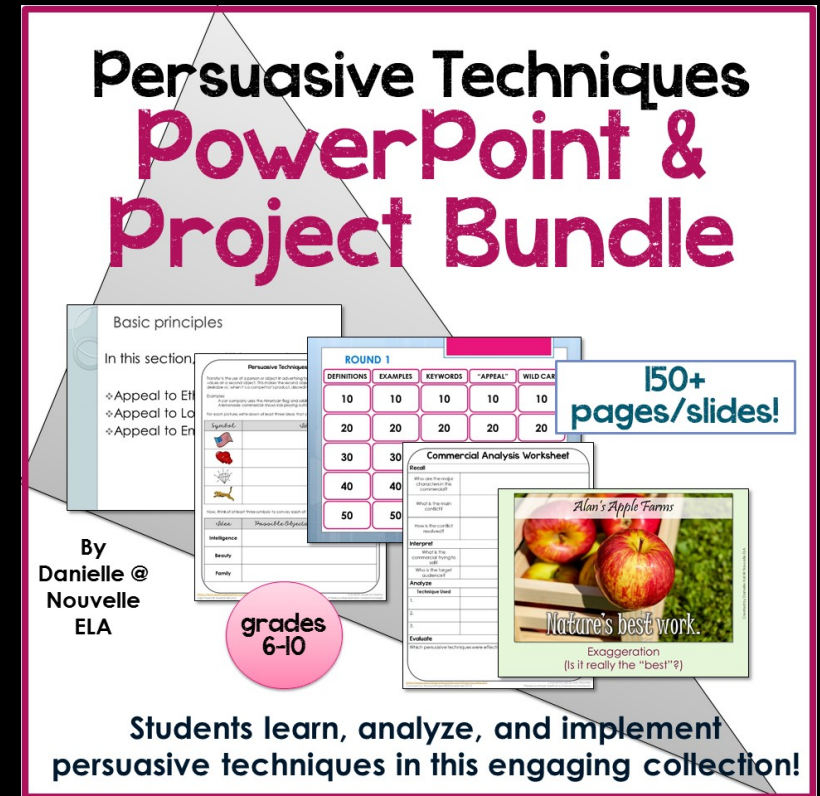
Eliminates Prep Work

Nice materials that I was able to **differentiate** with varying ability groups and still teach the same lessons!

Differentiation

Loved the option to have students that were more capable work on their own project!

Promotes Student-Led Learning



**Persuasive Techniques
PowerPoint &
Project Bundle**

Basic principles
In this section:
♦ Appeal to Ethos
♦ Appeal to Logos
♦ Appeal to Emotions

ROUND 1				
DEFINITIONS	EXAMPLES	KEYWORDS	"APPEAL"	WILD CAR
10	10	10	10	10
20	20	20	20	20
30	30			
40	40			
50	50			

150+ pages/slides!

Commercial Analysis Worksheet

By Danielle @ Nouvelle ELA

grades 6-10

Alan's Apple Farms
Nature's best work.
Exaggeration (Is it really the "best"?)

Students learn, analyze, and implement persuasive techniques in this engaging collection!