Name _____ Date _____ Period _____

Design your own Persuasion Campaign

Imagine that you work for a new company and you have been asked to develop and create a campaign to sell its new product.

Using conformity, compliance, and obedience principles, how would you go about structuring such a campaign?

1. What product are you going to sell? (Please keep in mind it must be school appropriate ☺)

2. Whom would you choose to be the spokesperson(s) for your campaign, and why? For example, the liking principle suggests that people are persuaded by others like them (think about who would be using your product). On the other hand, authority figures are also likely to induce compliance. People also persuaded by those that are knowledgeable

3. What messages could you incorporate into your campaign to induce compliance and what persuasive techniques might you use? For example, having the spokesperson say the desired behavior is socially validated is one way to induce compliance. Or perhaps you could plan advertisements with other compliance techniques.