

Propaganda technique used in pepsi



**ASSIGN
BUSTER**

Propaganda is information purposely presented to influence public feeling to promote a company, a political agenda or a commercial product. An advertisement can affect the decision making ability of consumers. The propaganda technique used by a renowned brand, Pepsi, has somehow influenced the demand of consumers. Pepsi has used several techniques of propaganda such as testimonials, glittering generalities, plain folks, bandwagon and transfer. The propaganda techniques used by Pepsi are attractive but unclear too.

It might have a positive impression on the public but it's unclear and unfinished comparison might have a negative impression on public too. Is Pepsi successful to attract the customers by its propaganda technique? Firstly, one of the propaganda technique used by Pepsi to attract its customers is testimonial. Testimonials are quotations which attempt to connect a famous or respectable person with a product. Pepsi has done their commercial which shows footage starring Britney Spears. Pepsi started a music video type campaign with Spears to publicize her new album as well as their product.

Pepsi tried to grab the attention of consumers by getting the testimony of a celebrity. When local people watch Pepsi's commercial starring Britney Spears, they get attracted towards it. Britney Spears is one of the famous pop stars. People like her so much that they will like the product too. So, Pepsi tried to popularize its product by making a celebrity endorse its product. Another technique that Pepsi has used in its advertisement is glittering Generalities. Glittering generalities are emotionally appealing

words that are applied to a product or idea, but present no concrete argument or analysis.

Pepsi used a slogan in its advertisement “ for those who think young”. This kind of propaganda often succeeds because many people have a desire not to be different. The slogan “ for those who think young” makes the young people think that Pepsi is the product that every young people prefer so why shouldn't I? They have a feeling that by consuming Pepsi they are joining the group of young generation and if they don't drink Pepsi then they are the odd ones and might think they do not belong to the young generation. So, Glittering generalities is one of the successful propaganda technique used by Pepsi.

Transfer is another propaganda technique used by Pepsi. This technique often utilizes symbols that most people respect. The color of logo of Pepsi is blue, white and red which the color of American flag. So, somehow Pepsi hopes that the prestige attached to the symbol will carry over to the product. By setting its logo's color which matches with America flag is a trademark for Pepsi. Pepsi is trying to gain an emotional and patriotic response from the people. By linking a symbol to the subject everyone respects, positive feelings can be generated through it. Pepsi logo does somewhat resemble the Obama logo too.

A slogan used by Pepsi “ yes you can, one for all” suggests by purchasing Pepsi we can show love and devotion towards our country. So, pepsi has used patriotism propaganda technique in its advertisement. Pepsi used card stacking propaganda technique in its advertisement. It tried to grab the

attention consumers by stating “sweeter than before”. This statement makes consumer think that Pepsi is sweeter than before and it is even sweeter than other brands, so people go for Pepsi. Pepsi also launched Pepsi Next which according to the advertisers is a diet and healthier Pepsi.

By stating this fact, a lot of consumers get attracted to Pepsi, so it is one of the propaganda technique used by Pepsi. Another slogan used by Pepsi is “The Best Drink Created Worldwide”. Without any static fact or any guarantee Pepsi assures people that it is the best drink in the world. So, Weasel word technique has been created by Pepsi to attract the customers. The plain folks technique is an attempt by the advertisers to convince the public that their views reflect those of the common person and that they are also working for the benefit of the common person.

Through the slogan of Pepsi “Come alive with Pepsi generation”, the speaker gives the audience a sense of trust and comfort, believing that all the consumers share common goals and they are of a single group i. e. Pepsi generation. People might think that if they don't prefer Pepsi then they do not belong to the same generation like most of the people do. It gives the consumers a sense of feeling that I'm just like you, everyone is same and we all belong to the Pepsi generation. And thus they agree with the speaker.

So, it is one of the techniques of propaganda used by Pepsi. In conclusion, Pepsi's approach to attract the customers by using propaganda technique has been unsuccessful as well as successful. It has used various techniques of propaganda such as testimonials, bandwagon, transfer, plain folks and card stacking. It may be impressive to some people and might fall into the

technique of Pepsi. But some people might find it annoying and get irritated by the brainwashing techniques of propaganda.