

it will result in bad hygiene and foul mouth odor, which would lead to social isolation for the person.

4. Humorous Appeal

Some advertisements appeal to a person's sense of humor. Human beings like to laugh and what can be a better type of attention-grabbing tool than humor, because humor helps people to remember a particular product or an idea. The marketing or advertising strategies often try to build a positive association with their product or service.

5. Rational Appeal

Rational Appeal - Advertising Appeal

When the marketing or advertisement strategy wants people to use their practicality and functionality for a product, then logical appeals are used. These advertisements are focused on the features of the product and the cost of the product. The benefits associated with the product are also briefed in the ad, and there is usually proof associated with back up the claim of the advertisers.

6. Gender Appeal

Gender Appeal - Advertising Appeal

Gender appeals are used to create an ideal man or woman. It is expected that the target audience will buy the product; it may be clothing, beauty products, or any other product. Buying that product will increase the masculine or feminine appeal of the user, and it will make them more attractive or stronger, which is commonly associated with genders.

Gender appeal is used by the apparel industry as well as the makeup industry. Watches, bikes, luxury goods, all use gender appeal by showing a stereotypical male or female.

7. Music Appeal

Music appeal is used to appeal to the taste of music and the sound of a person. The primary objective of music Appeal is to encourage people to feel and emotion and associate their product after hearing a particular tune, song, or sound.

Microsoft has often used its opening piece of music to relate to Microsoft products. Windows XP had a famous theme when the product turned on, and any Microsoft product is recognized because of this tune.