

Impact techniques

repetition!

key words

key phrases

key sounds



mantra (key phrase)

“We can!”



key sounds

Don't dream it. Drive it. (Jaguar)



key sounds

PHILIPS

sense **and** simplicity*

*精于心 简于形

key



sounds

Rhetorical questions

present the situation



ask a rhetorical question



answer the rhetorical question

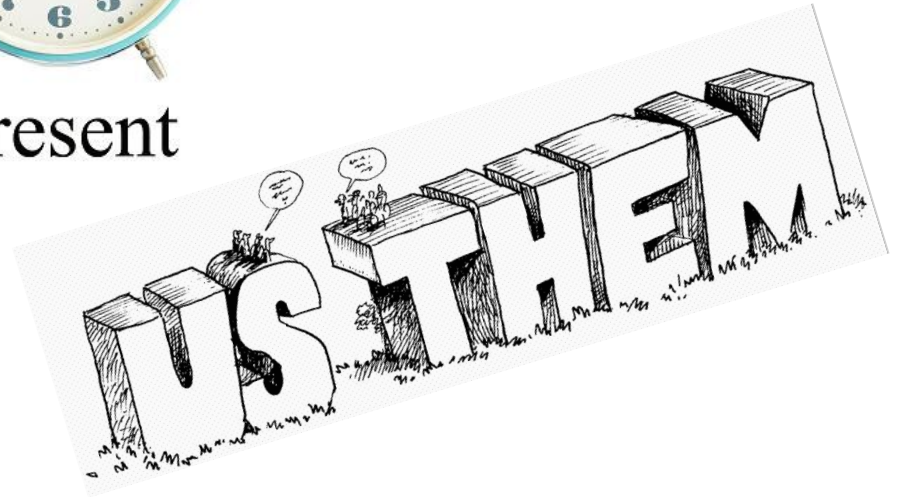


Contrasts and opposites



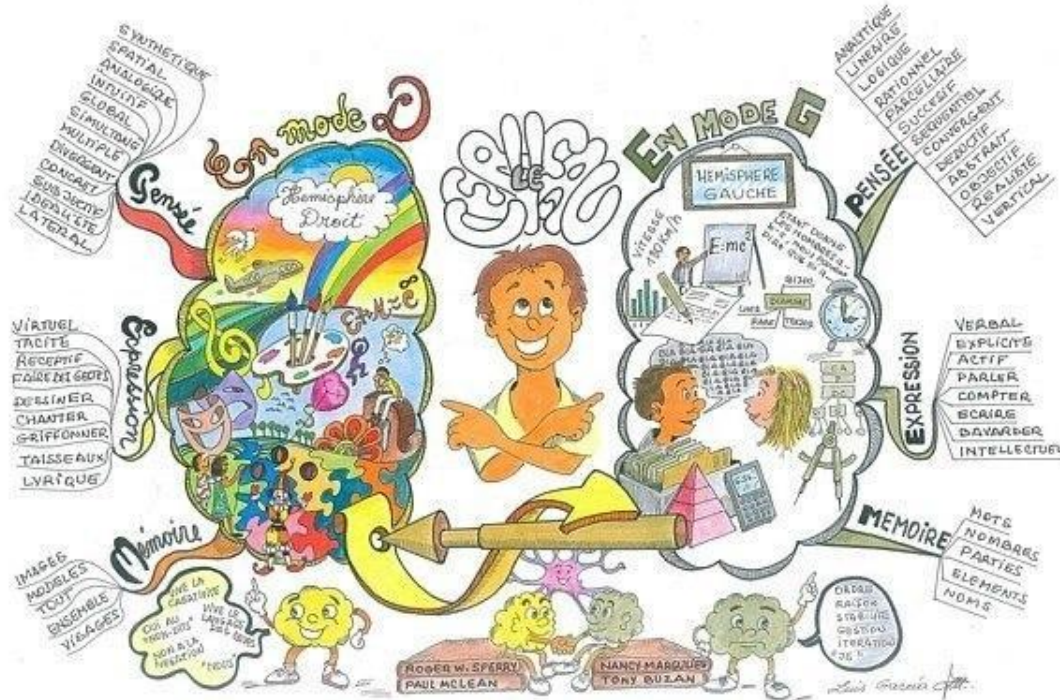
Past

Present



Colourful **adjectives** and **metaphors**

Don't just tell them, *picture* it for them.



Metaphores



LATUFF 2006

- come under attack
- join forces
- be overtaken,

and so on.



Use *expressive* language

Amazing!

Incredible!

Unbelievable!

Revolutionary!



"Group of three" technique



Roberto Goizueta
former CEO Coca-Cola

“A billion hours ago,
human life appeared on earth.

A billion minutes ago,
Christianity emerged.

A billion seconds ago,
the Beatles changed music for ever...

A billion **Coca-Colas** ago,
was **yesterday morning**...”