

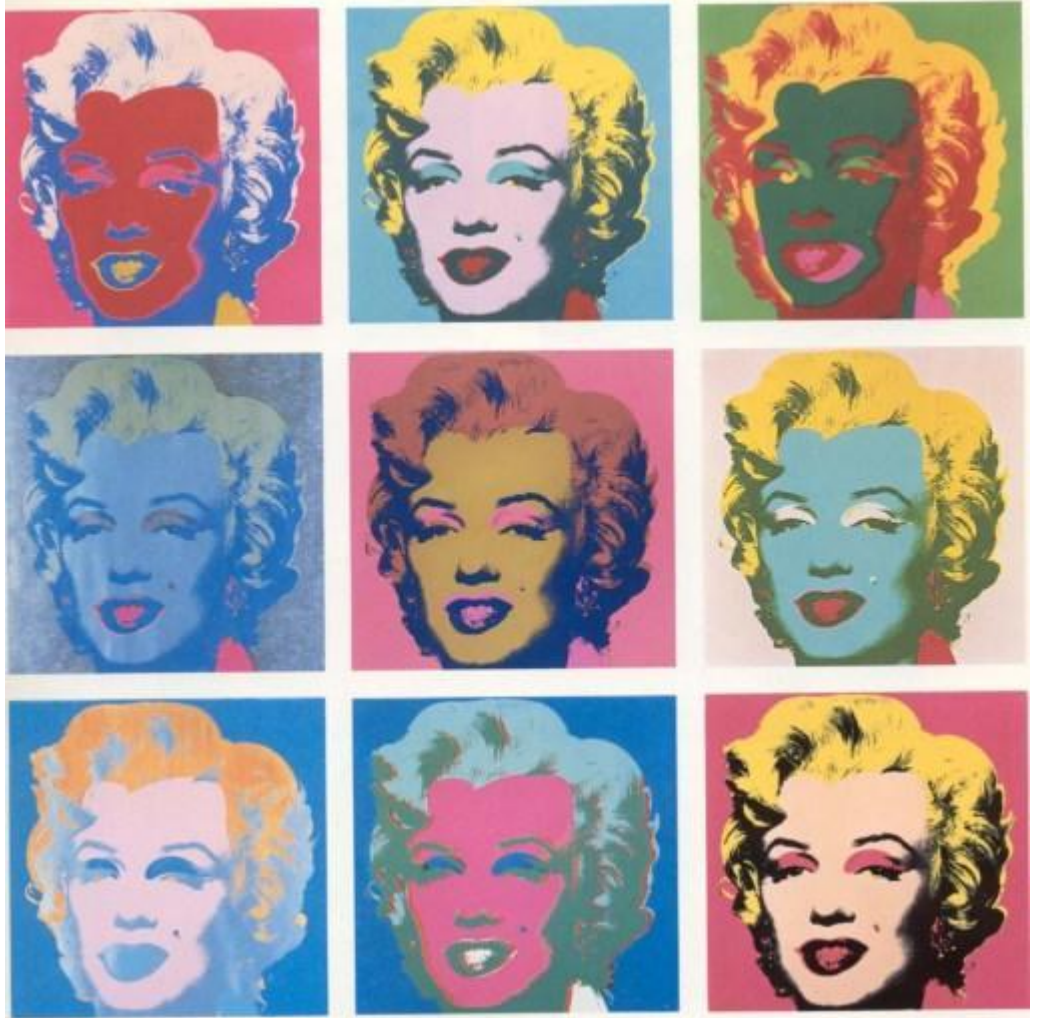
# **Impact techniques**

# 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

FUNCTIONAL...

FASHIONABLE...

FORMIDABLE...



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sounds

# Rhetorical questions

present the situation



ask a rhetorical question



answer the rhetorical question

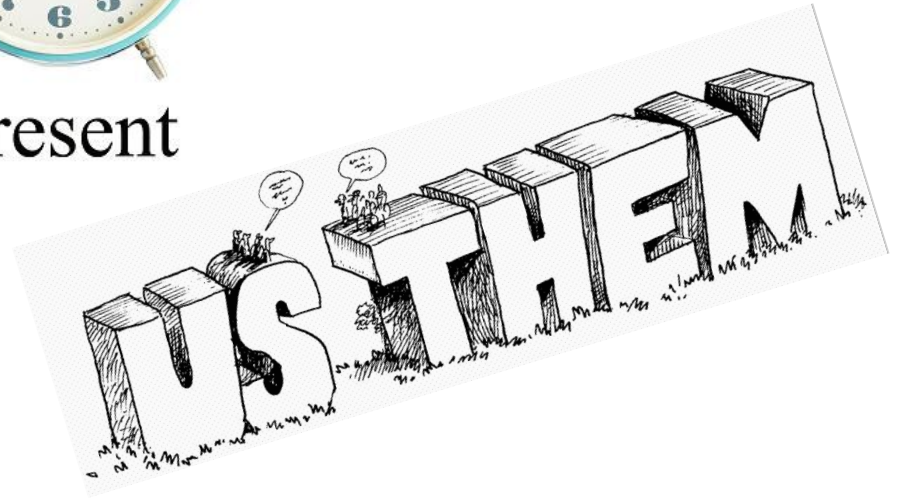


# Contrasts and opposites



Past

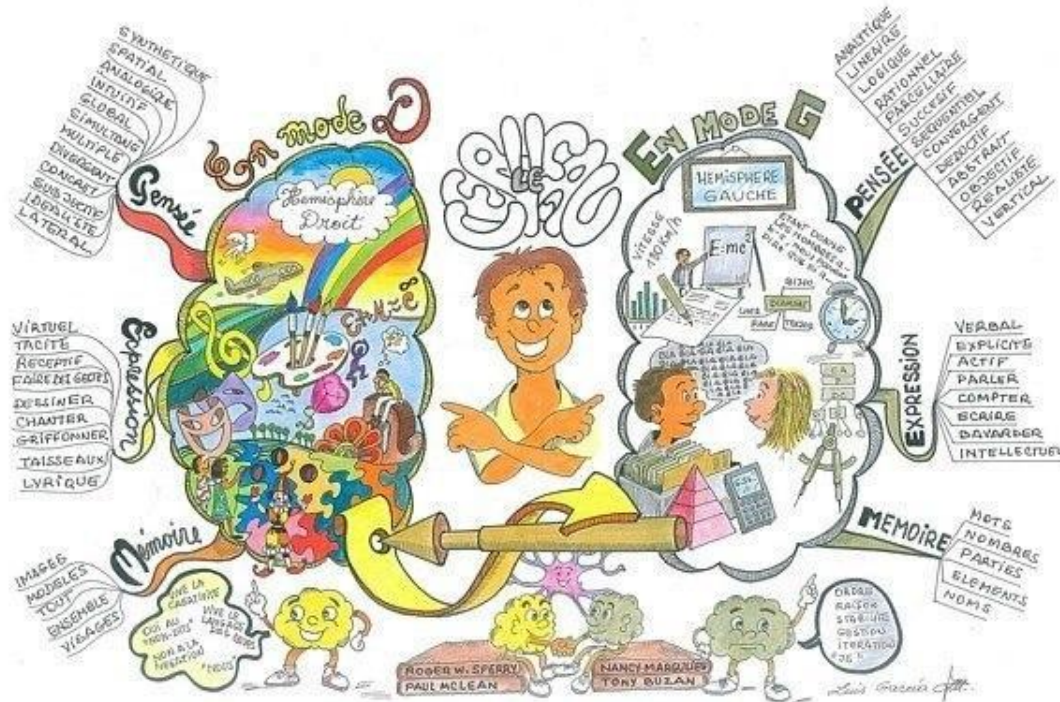
Present





# 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**...”