**All the Strategies:**

**Pathos (Emotional Appeals):**

* Excitement, happiness, fun
* Promise of Being Attractive
* Prevention of Negative
* Ideal Families
* Family Fun
* Bandwagon
* Pull on Heart Strings
* Sounds Good
* Are you cool enough?
* Avant guard
* Patriotism
* Transfer
* Snob Appeal

**Ethos (Character/Credibility):**

* Brand Association
* Star Power/Celebrity Endorsement
* Expert Testimonials
* Cartoon Characters
* Put Downs (this is a negative – comparing and criticizing competitors)
* Plain Folks

**Logos (Logic/Reason):**

* Tell what it is, what it does, what it is used for
* Facts, Figures, Statistics
* Repetition
* Omission (this is a negative – leaving out words or not telling the whole truth)
* Weasel/Misleading Words (this is a negative – using words that make you believe something that is not the whole truth)
* Magic ingredients
* Bribery