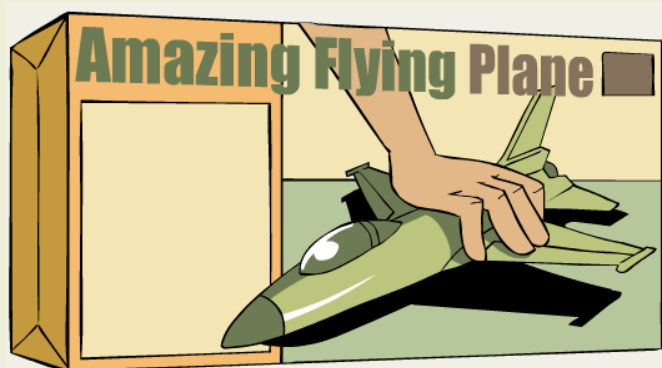


THE PRESENTATION TRICK

X



Would you buy this toy, or...

✓



...this one?

COLOURFUL IMAGES AND TEXT ARE USED TO ENTICE
BUYERS LIKE YOU TO TAKE NOTE OF THE PRODUCT.

THE FRIEND TRICK



IN THE FRIEND TRICK, THE MEDIA MESSAGE SHOWS FRIENDS LIKING A PARTICULAR THING, THEREBY TELLING YOU THAT YOUR FRIENDS WILL LIKE YOU IF YOU BUY THE SAME THING!

IN THE MEDIA MESSAGE ALONGSIDE, THE MESSAGE IS TELLING YOU THAT YOU CAN BE COOL IF YOU BUY THE ZOTANO BAG AS WELL.