

Persuasive techniques in out-of-home advertising: A comparative study**Duong Quang Trung**

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ARTICLE INFO**ABSTRACT****Article History:**

Received : 30 April 2025

Revised : May 2025

Accepted : 04 May 2025

Publication : 31 May 2025

DOI : [10.47742/ijbssr.v6n5p1](https://doi.org/10.47742/ijbssr.v6n5p1)<https://creativecommons.org/licenses/by/4.0/>

This study is conducted with the aim to identify and examine the persuasive techniques employed in billboard and banner advertising within the Vietnamese context, and to further explore their linguistic realizations and emergent persuasive features. It seeks to discover the correlations among persuasive techniques, highlight the similarities and differences in their application between billboards and banners, and propose implications for enhancing marketing and advertising strategies. Employing descriptive, quantitative, and qualitative methods, and drawing on the theoretical frameworks developed by Shabo (2010, 2013), the research analyzes a dataset of 488 OOH advertisements, comprising 244 billboards and 244 banners, collected from Da Nang City and Quang Nam Province. The findings reveal the presence of twelve persuasive techniques, alongside the identification of specific linguistic realization patterns within each technique. Significant correlations among techniques are observed, and both similarities and differences in their deployment across billboards and banners are highlighted. Based on these findings, a proposed model is formulated, emphasizing the synergistic role of emotional, logical, and credibility-based appeals in enhancing persuasive effectiveness in OOH advertising. The study provides practical implications for advertisers and contributes to the academic understanding of persuasive communication strategies in the contemporary Vietnamese advertising landscape.

KEYWORDS: Persuasive techniques, linguistic realizations, correlations, billboards, banners, OOH advertising, Vietnamese advertising

INTRODUCTION

In the Industry 4.0 era, rapid advances in electronic technology and intensifying market competition have made online advertising on platforms like YouTube, Instagram, and Facebook essential for brand promotion. However, as consumers grow more discerning, skipping or ignoring ads and even boycotting intrusive campaigns, the effectiveness and trustworthiness of these digital channels have seen a decline trust (Bùi Văn Danh, 2005; Borchers, 2012). Consequently, companies are returning to traditional outdoor advertising (i.e. billboards and banners) and

leveraging proven persuasive techniques to engage audiences more reliably.

The escalating costs and transient impact of social-media campaigns, coupled with their propensity to alienate audiences when poorly executed, have prompted marketing teams to seek more sustainable, consumer-friendly approaches (Shabo, 2013; Hiam, 2014; Crystal, 2016). Outdoor advertising, with its enduring visibility and demonstrated persuasive power, thus emerges as a cost-effective alternative for building stronger brand equity and securing long-term competitive advantage.

Determining how to implement these persuasive techniques effectively in outdoor media remains an intractable problem that marketers must resolve. Although large billboards and prominent banners are readily noticeable on the streets, displays that appear exceedingly dull and fail to adhere to established guidelines and the urban aesthetic cannot capture attention or create a positive impression in consumers' minds. Therefore, the application of persuasive techniques to billboards and banners is exceedingly vital for companies in their brand marketing efforts and in influencing consumer behavior. Nonetheless, despite a substantial body of literature on advertising, marketing, and political discourse, research specifically examining these techniques in out-of-home advertising, and analyzing the similarities and differences in their application to billboards and banners is notably lacking, underscoring the need to enrich the academic research corpus and provide a practical reference for companies, customers, and consumers.

LITERATURE REVIEW

A large body of research has examined how messages are transmitted. Among these studies, one of the oldest yet most influential persuasive techniques is attributed to the renowned philosopher Aristotle. In *Persuasion and Rhetoric*, Michelstaedter (2004) analyzed the distinctions between genuine persuasion and manipulation in political discourse using Aristotle's techniques. Similarly, Dow (2015) investigated how Aristotle explains the role of emotion in the art of persuasion. In the domain of digital technology, Walton (2007), Borchers (2012), and Hiam (2014) studied and analyzed the ways in which modern media employ persuasive techniques by integrating rhetorical theory. In contrast to the aforementioned researchers, Shabo not only studied Aristotle's ideas on rhetoric in persuasive argumentation in *Rhetoric, Logic, and Argumentation: A Guide for Student Writers* (2010) but also examined additional strategies used in mass communication and political propaganda in *Techniques of Propaganda and Persuasion* (2013).

In Vietnam, in *Đại cương ngôn ngữ học*, Đỗ Hữu Châu (2007) investigated how language is utilized in specific communicative contexts. In a similar vein, Trần Văn Cơ (2007) focused on examining the relationship between language and cognition. In the field of advertising, numerous scholars have contributed to this domain: Mai Xuân Huy (2005) analyzed advertising discourse from the perspective of communicative theory by scrutinizing conversational structures and argumentative techniques aimed at persuading consumers; Lưu Trọng Tuấn (2011) examined the linguistic features employed in print and television advertising; Đinh Kiều Châu (2016) evaluated various

linguistic aspects in media and marketing communications for brand building.

Given the fact that extensive research has been conducted on various methods, techniques, and strategies for effectively conveying messages, little has been done to investigate persuasive techniques in outdoor advertising, both internationally and in Vietnam. Most studies in this domain have predominantly focused on aesthetic, cultural, legal, and urban safety aspects (Phạm Hoàng Yến, 2011; Đặng Trần Thủy, 2015; Chmielewski et al., 2016; Phạm Yến Lan, 2019; Hoàng Minh Cửa, 2020; Nguyễn Đình Ly, 2020; Vũ Trọng Thành, 2023; Cuc and Secan, 2024). Therefore, to address this gap, the present study aims to identify, examine which persuasive techniques are applied in two types of outdoor advertising, namely, billboards and banners, and to further explore their linguistic realizations and emergent persuasive features, also to discover the correlations among these technical models as well as the similarities and differences between these two forms of out of home advertising.

RESEARCH AIM

The aim of this research is to identify and examine the persuasive techniques utilized in two principal forms of out-of-home advertising, namely billboards and banners. Subsequently, it endeavors to explore the correlations among these techniques; similarities and differences in their application between billboards and banners. In addition, the research offers implications for enhancing the effectiveness of marketing and advertising strategies.

RESEARCH QUESTION

To fulfill the aforementioned objectives, this study aims to address the questions as follows:

1. Which persuasive techniques are employed on billboards and banners?
2. What are correlations, commonalities and differences in the application of persuasive techniques on billboards and banners?

RESEARCH HYPOTHESES

Since this field remains underexplored, this study, in line with its aims, posits the following two hypotheses: 1. A correlation exists between the advertising techniques employed on billboards and banners. 2. No significant differences are evident in the application of advertising techniques on billboards and banners.

THEORETICAL BACKGROUND

Out-of-home advertising (OOH), also known as outdoor advertising, represents a form of promotional communication that targets consumers when they are outside their homes. It encompasses a diverse range of media, including billboards, banners, signs, transit advertisements, and so on (Hiam, 2014).

In this framework, a billboard denotes an outdoor display of considerable size, customarily positioned at elevated locations along major highways, at intersections regulated by traffic signals, or within urban areas characterized by high population density. Conversely, although sharing certain characteristics with billboards, banners are generally smaller. They are predominantly utilized for promoting brands, products, or events (Hiam, 2014, p. 203).

Persuasion is predominantly rooted in propaganda that emerges during political contests for power, wherein the general populace is mobilized in support of warfare (Walton, 2007). Nevertheless, Borchers (2012) stated that these represent two distinct concepts. In essence, persuasion involves the transmission of messages that affect the cognition and behavior of individuals, whereas propaganda seeks to shape public perception in a desired direction by presenting selective and biased information (Borchers, 2012). Walton (2007) further indicated that propaganda invariably bears a negative connotation, encompassing deceit, a lack of transparency, and the potential for manipulating public opinion.

Shabo (2010, 2013) stated that persuasion techniques are the methods used to influence the thoughts, emotions, and behaviors of the public in order to achieve the specific objectives of the communicator. Specifically, within this approach, "logic is replaced with faulty reasoning, emotional appeals, or a combination of the two" (Shabo, 2013, p.6). Furthermore, the author pointed out that persuasion techniques may be considered benign or even positive, yet they are always manipulative, and the outcomes of their application can be either constructive or harmful (pp. 5-9).

1) Assertion

Assertion is one of the simplest yet highly effective forms of propaganda. It involves presenting a claim as an undeniable fact without providing any evidence or explanation (Shabo, 2013, p. 11). Common phrases like "the best product available," "the most popular brand lack justification yet still influence purchasing decisions. In many cases, assertions are supported by fabricated or misleading statistics, such as "nine out of ten experts agree." (Shabo, 2013, pp. 12-14).

2) Bandwagon

The bandwagon technique is a persuasive strategy that appeals to people's desire to belong to the majority. Unlike assertion, which presents an idea as a fact without proof, the bandwagon approach relies on social pressure, encouraging individuals to conform by suggesting that "everyone else is doing it." (Shabo, 2013, p. 18). The bandwagon technique plays on the assumption that if many people believe or do something, it must be correct.

3) Card stacking

Shabo (2013) says that card stacking is a persuasive technique that presents information in a way that unfairly favors one perspective while downplaying or obscuring opposing views (p.27). For example, a weight-loss product ad shows a "before" image where the person looks sad and disheveled, while the "after" image features the same person smiling, wearing stylish clothes, and standing in better lighting, regardless of actual weight loss. (Sp. 26). Typically, consumers are attracted to the "after" image and come to believe that using this product will render them as glamorous as the model portrayed in the advertisement.

4) Glittering Generalities

According to Shabo, glittering generalities refer to vague yet emotionally appealing words used in advertisements to create a positive reaction without providing concrete details (2013, p.33). It aims to manipulate emotions rather than providing meaningful information. A typical example of a slogan from a renowned footwear brand Nike, "Just do it", has evoked powerful emotions among its consumers rather than focusing on its products.

5) False Dilemma

A false dilemma is a technique that reduces a complex issue to only two choices: one presented as entirely good and the other as completely bad (Shabo, 2013, p. 38). This misleading tactic ignores other possible options and forces people to choose the "right" side without logical reasoning. In advertising, it is used to create ads bringing back a sense of urgency and emotional pressure. For example, a security system ad implies that if you don't install their product, you don't love your family (Shabo, 2013, p. 38). This ad suggests there is no alternative, pushing consumers to buy the product.

6) The Lesser of Two Evils

The lesser-of-two-evils technique is a specific type of false dilemma where two undesirable options are presented, with one framed as the "lesser evil" (Shabo, 2013, p. 41). This strategy is used to convince people to accept an unappealing choice by comparing it to a far worse alternative. An example of a slogan from the tobacco brand Natural American Spirit is "It's only natural". This slogan emphasizes that consumers ought to choose Natural American Spirit's tobacco products because they are produced from natural ingredients, implying that although smoking is harmful, opting for their product is a less deleterious alternative.

7) Name-calling

Name-calling is a technique that uses negative labels or insults to attack individuals, groups, or ideas. Instead of presenting logical arguments, this tactic appeals to emotions,

aiming to provoke anger, division, or bias (Shabo, 2013, p.46). For example, “Other brands leave your dishes greasy. Don’t waste your money on those cheap, ineffective detergents, choose SparkleClean for a spotless shine!”. This directly insults competing brands by calling them “cheap” and “ineffective” to make the advertised product appear superior (Shabo, 2013, pp.46-48).

8) Pinpointing the enemy:

Pinpointing the enemy is a technique in which a complex problem is oversimplified by blaming a single person, group, or entity even when the real causes are more complex (Shabo, 2013, p.53). This serves to divert attention from those truly responsible and provides a convenient explanation for societal problems. For example: “McDougal’s Burgers are responsible for the obesity epidemic in America”. (Shabo, 2013, p. 54). In this context, the root cause of the nationwide obesity crisis in the United States has been oversimplified to a single factor, attributing it exclusively to McDougal’s Burgers.

9) Plain Folk

The plain-folk technique is a strategy that makes individuals, especially public figures, appear like ordinary citizens to gain public trust (Shabo, 2013, p. 58). It exploits people’s tendency to relate to those they perceive as similar to themselves, creating a sense of connection and credibility. For instance, the slogan of the sandwich brand Subway, “Eat Fresh,” emphasizes that Subway’s products are suitable for the majority of ordinary individuals seeking healthy and fresh dining options in their daily lives, as opposed to extravagant dishes.

10) Testimonials

A testimonial is a persuasive technique in which endorsements from well-known or seemingly trustworthy individuals are used to persuade an audience to buy and use an endorsed product or service (Shabo, 2013, p. 62). These endorsements rely on the audience’s recognition and admiration for the individual rather than on logical reasoning or expertise. Advertisers often use some methods to promote their products. For example: “An Olympic gold medal winner claims that she eats Golden Flakes every morning.” (Shabo, 2013, p. 62). It appears that the advice is considered valuable when delivered by a victorious Olympic athlete; however, consumers frequently fail to acknowledge that these individuals are compensated to endorse such products and services.

11) Transfer

The transfer technique, also known as association, is a method that encourages people to transfer their emotions and associations from one symbol, idea, or person to another by using imagery and symbolism to create subconscious connections. For example: “Baseball, hot dogs, and apple

pie; they go together in the good ole’ USA.” (Shabo, 2013, p.69). This example illustrates how the transfer technique leverages culturally resonant symbols such as baseball, hot dogs, and apple pie to evoke a strong sense of patriotism, thereby endowing the advertised product with positive emotional associations.

12) Ethos

Ethos pertains to the credibility and trustworthiness of the communicator through demonstrating expertise, reputation, and moral integrity (Shabo, 2010, p. 10). For example, the slogan of the automobile manufacturer Mercedes-Benz, “The best or nothing”, unequivocally asserts to its clientele the company’s steadfast commitment to quality and excellence.

13) Pathos

Pathos centers on evoking emotional responses by appealing to the audience’s feelings (Shabo, 2010, p. 13). Advertisers often use figurative language such as metaphors, similes, and personification, along with vocal variety, rhythm, and repetition. For example, in a Coca-Cola advertisement, the slogan “Open Happiness” uses positive emotions to connect the drink with joy and shared experiences.

14) Logos

Logos involves logical argumentation supported by facts, data, and rational reasoning by constructing a coherent argument that emphasizes the rational basis of the claim (Shabo, 2010, p. 17). For example, the slogan of a personal care brand, Head & Shoulders, “Clinically proven up to 100% dandruff protection with regular use.”, reinforces the claim with quantifiable data, positioning the brand as a rational choice for individuals seeking a reliable solution to dandruff.

RESEARCH METHODOLOGY

A. Sampling

This study was conducted on two forms of out-of-home advertising, namely billboards and banners. A total of 488 samples were collected, comprising 244 billboards and 244 banners, selected based on convenience and accessibility. These samples were directly collected from Da Nang City and Quang Nam Province.

B. Research design

In this study, descriptive, and qualitative approaches were employed. First, we carried out the qualitative and descriptive approaches to analyze and classify the types of OOH into groups belonging to the persuasive techniques model by Shabo (2010, 2013); at the same time describing how persuasive techniques were employed. Then, the quantitative approach was utilized to place the data into statistical tables and figures that show the frequency of occurrence of the persuasive techniques discovered. In

addition, we also conducted contrastive analysis to discover the correlations among persuasive techniques as well as the similarities and differences in their application between billboards and banners.

C. Data collection

To ensure high consistency for reliability to ascertain whether the data employed persuasive techniques or not, the study applied four characteristics proposed by the author to serve the process of research, analysis, classification, and examination of samples: (i) persuasive function; (ii) sizeable target audience; (iii) representation of a specific group's agenda; (iv) use of faulty reasoning and/or emotional appeals (Shabo, 2013, p. 5). In addition, to ensure validity, the study consistently maintained adherence to the research scope and strictly complied with the two persuasive technique models proposed by Shabo (2010, 2013).

D. Data analysis

The study carried out data analysis as follows:

- Identify and classify the persuasive techniques employed in billboards and banners based on the model proposed by

Shabo (2010, 2013), with attention to their linguistic realizations and emergent persuasive features.

- Find out the frequency of occurrence of the types of persuasive techniques applied to OOH.

- Discover the correlations among persuasive techniques as well as the similarities and differences in their application between billboards and banners.

RESEARCH FINDINGS

A. Application and Further Analytical Categorization of Persuasive Techniques in Billboards and Banners

Grounded in the theoretical models developed by Shabo (2010, 2013), the analysis identifies not only the presence of the fourteen original persuasive techniques but also examines their specific linguistic realizations through distinct advertising features. It is noteworthy that while most techniques from Shabo's models were observed, two techniques, card stacking and the lesser of two evils, were absent in both billboard and banner samples.

1) Assertion through Declaratives, Strong Adjectives, Comparatives, and Quantification

Table 1: Assertion through Declaratives, Strong Adjectives, Comparatives, and Quantification

Features	Billboards	Banners
Declarative sentence	- 2 viên nhai mỗi ngày Hỗ trợ xương chắc khỏe (2 chewable tablets a day for strong, healthy bones) => Declarative sentences present product claim as authoritative and trustworthy.	- Điều trị bệnh tiểu đường, huyết áp, tim mạch, ... (Treatment for diabetes, hypertension, cardiovascular diseases, and more) => Declarative structures emphasize medical reliability and service availability.
Strong adjectives	- Đẳng cấp, chất lượng, an toàn (Premium, reliable, and safe) => Strong adjectives evoke admiration, confidence, or aspiration	- Dầu Động Cơ Diesel Cao Cấp (Premium diesel engine oil) => Strong adjectives instill a sense of trust and credibility.
Comparative and Superlative forms	- Milo mỗi ngày - Bền bỉ hơn từng ngày (Milo everyday - Stronger and more resilient each day) => Comparative and superlative forms are used to compare the advertised product with competitors.	- Smartphone phổ thông đáng giá nhất (Best-value mass-market smartphone) => Comparative and superlative forms are used to echo with brief yet assertive messaging
Quantification	- "100% Vắc xin bảo quản kho lạnh đạt chuẩn quốc tế" (100% of vaccines stored in internationally standardized cold-chain warehouses) => Definitive figures convey reliability and factual authority.	- Học bổng lên đến 100% (Scholarships up to 100%) - Nhận quà 100% (100% gift redemption) => Definitive figures underscore the product's or service's compliance with high standards or its full benefits

2) Bandwagon Appeals via Audience Targeting, Urging Language, and Quantification

Table 1: Bandwagon Appeals via Audience Targeting, Urging Language, and Quantification

Features	Billboards	Banners
Audience targeting	- Tã quần một bên. Cho bé sơ sinh (One-sided pull-up diapers - For newborns) - Gas South lựa chọn cho người nội trợ hiện đại (Gas South - The smart choice for modern homemakers) => Aimed at specific demographic groups aligning the product with the everyday lives and the needs of distinct populations.	- Dinh dưỡng cho người tiểu đường (Nutrition for people with diabetes) - Ngừa viêm phổi, chặn viêm tai giữa cho bé (Prevents pneumonia, stops middle ear infections in children) => Creates a strong identification between the brand and its users.
Urging expressions	- Đặt hàng ngay (Order now) - Ho rát họng, khản tiếng. Ngậm liền Bảo Thanh (Cough, sore throat, hoarseness? Soothe your throat immediately with Bao Thanh) => Urging language encourages immediate consumer action through a sense of urgency and necessity	- Đến ngay (Visit now) - Liên hệ tư vấn ngay (Contact us for a free consultation now) => Urging expression acts as calls to action
Quantification	88% người hài lòng với hiệu quả tóc và da đầu (88% satisfied with hair and scalp results) => Quantification offers both reassurance and proof of efficacy.	- Due to the limited scope and duration, statistical references have not yet been observed in Banners.

3) Emotional Appeals via Glittering Generalities and Pathos: Rhyme and Wordplay

Table 2: Emotional Appeals via Glittering Generalities and Pathos: Rhyme and Wordplay

Features	Billboards	Banners
Rhyme	- Uống cực êm, kéo thêm mượt (Smooth to sip, makes the game slick) => Rhyme emerges as a key stylistic device creating a musical flow that sticks in the mind.	- Sale to đón Tết, sức khỏe trên hết (Big Tet sale, health never fails) => Rhyme plays a similar role in drawing attention and promoting trust.
Wordplay	- Tuyệt cú mì vì sức khỏe (Noodles so fine, made for your health) => Wordplay adds humor and brand distinctiveness to entertain	- Mua chăn ga Doll's tặng Đô La may mắn (Buy Doll's bedding, get Lucky Dollars) => Wordplay is used to engage customers with a friendly, clever tone.

4) False Dilemma via Time-limited Offers and Emotive Contrasts

Table 3: False Dilemma via Time-limited Offers and Emotive Contrasts

Features	Billboards	Banners
Time-limited offers	- Áp dụng từ ngày 27/2 đến ngày 12/3/2025 (Applies from February 27 to March 12, 2025) => Time constraints capitalize on the fear of missing out, pushing immediate responses.	- Chỉ 1 ngày duy nhất (Only one day) => Time-limited offers emphasize exclusivity with phrases to promote immediate response within a defined timeframe.

Contrasting options	- Ngã 6 gay gắt nắng chói chang. Cùng LaVie về rừng mát mơ màng (The scorching sun at the intersection. Take LaVie to the cool, dreamy forest) => Emotive contrast employs by highlighting an intense problem	- Given the limited scope and duration of banner advertisements, no contrasting messages have been observed in banners thus far.
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5) Name-calling through Explicit and Implicit Criticism

Table 4: Name-calling through Explicit and Implicit Criticism

Features	Billboards	Banners
Explicit Criticism	- Kẹt xe bức bối. Lập đội bay Nhật, Hàn, Châu Âu (Traffic jams are frustrating. Join the team flying to Japan, Korea, Europe) => Explicit Criticism is used to portray local commuting as inconvenient, urging a switch to air travel.	Sử dụng xe đạp công cộng cũng thuận tiện hơn so với việc sở hữu một chiếc xe đạp (Using public bikes is even more convenient than owning one) => Explicit Criticism discredits private bike ownership to promote shared mobility.
Implicit Criticism	- Có Casper không đâu bằng nhà (With Casper, nowhere feels more like home.) => Implicit Criticism relies on implication rather than overt critique. It hints that rival products fail to deliver comfort.	Ở đâu rẻ? Anh Đức Digital Rẻ hơn (Where is it cheaper? Anh Đức Digital is cheaper.) => Implicit criticism creates an indirect price comparison, implying others charge more without naming them.

6) Pinpointing the Enemy through Blame attribution

Table 5: Pinpointing the Enemy through blame attribution

Features	Billboards	Banners
Blame attribution	- In the realm of billboard advertising, the technique of scapegoating is notably absent in the examined samples.	- 100% Ung thư gan ở trẻ em là do Viêm gan B (100% of liver cancer cases in children are caused by Hepatitis B) => Blame attribution is frequently employed scapegoating to highlight urgent medical risks

7) Plain Folk Appeals through Depictions of Ordinary People

Table 6: Plain Folk Appeals through Depictions of Ordinary People

Features	Billboards	Banners
Public figure	 =>The portrayal of everyday individuals engaged in familiar activities. These relatable figures create emotional warmth and bring the brand closer to the public.	 => Relatable imagery evokes a sense of emotional connection

8) Testimonials via Celebrity and Public Figure Endorsements

Table 7: Testimonials via Celebrity and Public Figure Endorsements

Features	Billboards	Banners
Public figure	 => These famous people utilize their widespread recognition and influence to shape consumer preferences and inspire trust in the advertised products	 => Advertisement features renowned artists adding prestige and emotional appeal, reinforcing the credibility and attractiveness of the events or services

9) Transfer through Symbolic Associations and Imagery

Table 9: Transfer through Symbolic Associations and Imagery

Features	Billboards	Banners
Symbols	 => Symbolic imagery that evokes emotional connections. For example, a SunWorld travel ad uses symbols such as the Golden Bridge and Bà Nà Hills to promote its tour	 => A banking app banner shows a smartphone and tapping hand to imply digital convenience

10) Credibility through Origin, Experience, strong adjective, superlative forms, and Certified Quality

Table 8: Credibility through Origin, Experience, strong adjective, superlative forms and Certified Quality

Features	Billboards	Banners
Origin-based country	- Chuyên gia không khí hàng đầu Nhật Bản (Japan's leading air expert) => Product origin with countries known for expertise, creating a sense of trust.	- Nội thất Hàn Quốc (Korean furniture) => Foreign origin boosts the impression of quality, and innovation.
Years experience of	Bền bỉ 20 năm (Durable for 20 years) => Make use of brand longevity to build trust	Thương hiệu uy tín 35 năm (35 years of trusted brand) => Assure consumers's reliability.
Strong adjective	- AI toàn năng - Thăng hạng toàn diện (Powerful AI - Comprehensive upgrade) => Powerful adjectives evoke luxury and quality.	- Nội thất cao cấp (High-end furniture) => Impactful phrases highlight product strengths.

Superlative forms	- Thương hiệu được lựa chọn số 1 Việt Nam (Vietnam's most chosen brand) => Enhance competitiveness and persuade by suggesting the product is the top consumer choice.	- Trung tâm điều trị da liễu lớn nhất miền Trung (The largest dermatology treatment center in Central Vietnam) => Establish superiority.
Certified quality	- Khu đô thị số văn minh chuẩn quốc tế (Smart urban area with international standards) - Thương hiệu quốc gia (National brand) => Enhance brand credibility	- Trường chuẩn Cambridge quốc tế (International Cambridge-standard school) - Trung tâm Laptop chính hãng (Authorized laptop center) => Signals safety and authenticity

11) Rational Appeals through Verifiable Facts, Percentages, and Pricing Information

Table 9: Rational Appeals through Verifiable Facts, Percentages, and Pricing Information

Features	Billboards	Banners
Verifiable facts	- Miễn phí các cuộc gọi nội mạng dưới 10 phút. Miễn phí truy cập data (Free internal network calls under 10 minutes. Free data access.) => Product reliability using measurable data to provide concrete benefits, appealing to consumers' trust	- Lãi suất dẫn đầu, thao tác dễ dàng, kỳ hạn linh hoạt (Leading interest rates, easy operations, flexible terms.) => Factual statements to build credibility, aiding quick decision-making.
Percentages	- Giảm cộng dồn 45% (Cumulative discount of 45%). - Chiết khấu 9% (9% discount.) => Grab attention, encouraging immediate consumer action.	- Sale up to 50% - Lì xì ngay 20% học phí (20% off tuition fees.) => Convey savings, enhance credibility and appeal to value-driven customers.
Pricing information	- Chỉ từ 195.000Đ (From 195,000 VND.) => Highlight affordability, simplify decision-making and attract cost-conscious buyers.	- Chỉ từ 89K (From 89,000 VND.) => Pricing is straightforward and engaging, reinforcing value through clarity and conciseness.

B. Overview of the Frequency of Persuasion Techniques in OOH advertising

Distribution of Persuasion Techniques in Out-of-Home Advertising

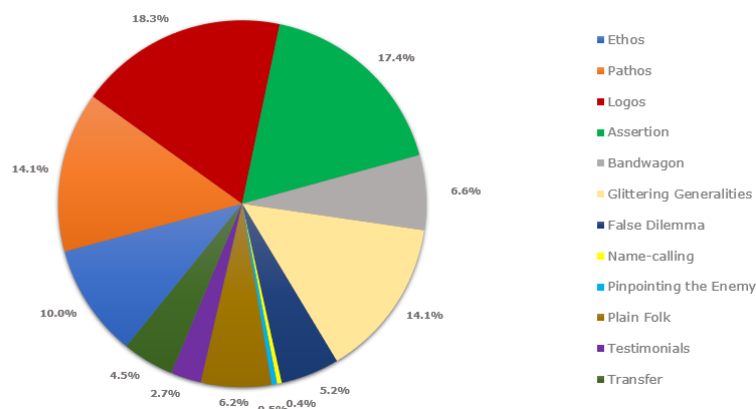


Figure 1: Distribution of Persuasion Techniques in Out-of-Home Advertising

As shown in Figure 1, it presents the overall advertisements, including 244 billboards and 244 banners. distribution of persuasive techniques used in 488 OOH Among the 14 techniques analyzed, only 12 were observed.

Notably, card stacking and the lesser of two evils did not appear in any sample, reflecting their irrelevance or avoidance in current outdoor advertising contexts. Logos is the most frequently employed technique, representing 18.3% of the dataset. Its prevalence highlights advertisers' strong preference for logical appeals supported by facts and data. Assertion, at 17.4%, also plays a key role, reflecting the use of definitive claims to convey authority without requiring evidence. Both pathos and glittering generalities follow at 14.1%, underscoring the value of emotional engagement and positively charged language in capturing audience attention. Ethos accounts for 10.0%, confirming that credibility-based appeals remain important. Bandwagon, at 6.6%, shows moderate use, indicating some reliance on social conformity. False dilemma (5.2%) and plain folk (4.5%) are also moderately present, suggesting that simplified choices and relatable imagery are occasionally leveraged. By contrast, techniques like transfer (2.7%), testimonials (0.5%), name-calling (0.4%), and pinpointing the enemy (0.5%) are minimally used. These low figures suggest a general reluctance to employ symbolic association, personal endorsement, or aggressive comparison in Vietnamese outdoor advertising, especially in public-facing regions like Da Nang and Quang Nam.

C. Correlations among Persuasion Techniques in OOH Advertising General Overview of the Co-occurrence Patterns

Figure 2 reveals the strategic complexity of co-occurrence patterns among persuasive techniques in out-of-home (OOH) advertising. Ethos appears 145 times independently, a notably high figure compared to its co-occurrences with pathos (31 times) and logos (70 times), suggesting it is often used alone to establish brand credibility. Similarly, assertion registers 254 solo appearances but frequently combines with logos (137 instances) and pathos (63 instances), indicating it is commonly reinforced by rational or emotional appeals. Logos, the most dominant technique with 267 standalone uses, is also frequently paired with assertion (137 times), pathos (115 times), and glittering generalities (115 times), demonstrating its versatility in combining with both emotional and credibility-based techniques. Pathos, while used independently in 206 instances, shows a strong mutual reinforcement with glittering generalities (204 times). This pairing reflects a common strategy of coupling emotional resonance with broad, appealing language. Both glittering generalities (205 solo uses) and logos thus emerge as foundational to persuasive layering. Bandwagon shows moderate independence (96 solo uses), and is occasionally paired with logos (51) and pathos (28).

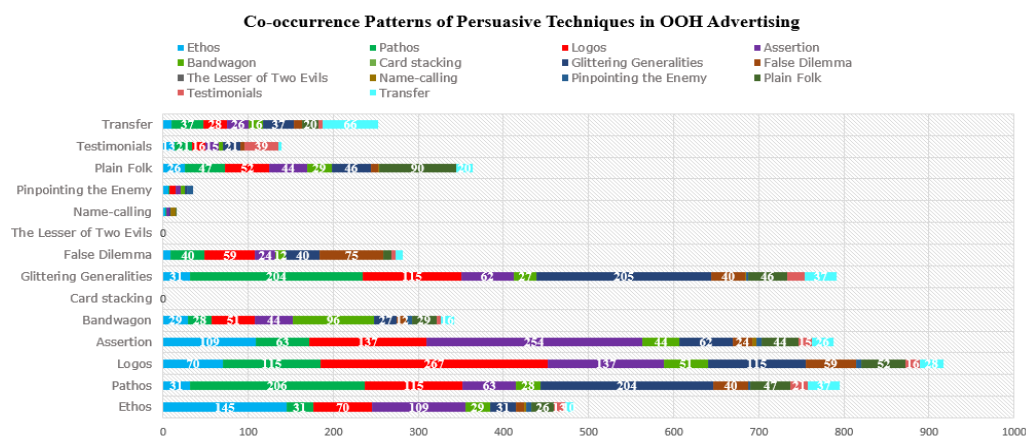


Figure 2: Co-occurrence Patterns of Persuasive Techniques in OOH Advertising

Meanwhile, testimonials (39 solo instances) and transfer (66) maintain a balanced application, often supporting emotional and logical appeals. Less integrated techniques include name-calling and pinpointing the enemy, with only 6 and 7 solo instances respectively, and minimal pairings, such as name-calling with assertion (4 instances).

Card stacking and the lesser of two evils are entirely absent, indicating a near-total avoidance of manipulative or confrontational tactics in contemporary Vietnamese OOH advertising.

Detailed Co-occurrence Patterns in Billboards

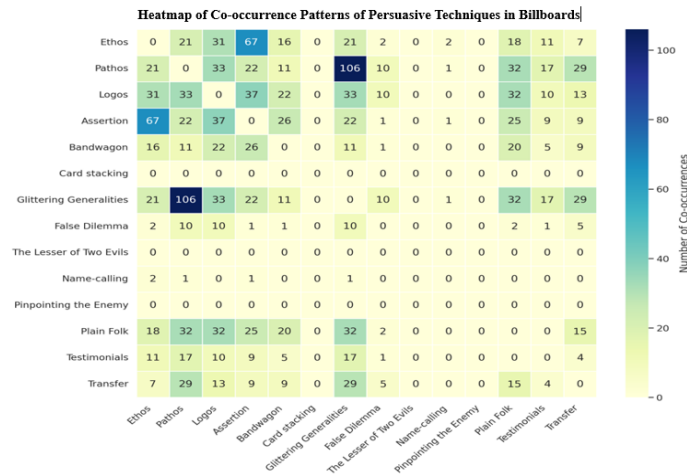


Figure 3: Heatmap of Co-occurrence Patterns of Persuasive Techniques in Billboards

Figure 3 shows that dominant co-occurrence patterns in billboard advertising reveal a strategic blending of emotional, logical, and credibility-based appeals. The strongest linkage is observed between pathos and glittering generalities (106 instances), which indicates that emotional appeals are frequently reinforced through vague yet evocative language. This approach proves effective in billboard contexts where immediacy and emotional impact are crucial. Likewise, the pairing of ethos and assertion (67 instances) shows that credibility is often supported by definitive claims, thereby enhancing the authoritative tone of billboard messaging. Logos also plays a central role, with frequent combinations including assertion (37 instances), pathos (33 instances), and glittering generalities (33 instances). These combinations reflect a calculated mix of rational reasoning, emotional engagement, and generalized positivity. Particularly noteworthy is the co-occurrence of plain folk with pathos, logos, and glittering generalities, each at 32 instances. This numerical symmetry suggests a deliberate strategy that integrates relatability, emotional warmth, and logical validation to enhance persuasive strength. Beyond these dominant patterns, moderately high co-occurrence levels (17 to 31 instances) are found in

pairings such as ethos and logos (31 instances), glittering generalities and transfer (29 instances), and assertion with bandwagon (26 instances) or plain folk (25 instances). These combinations suggest that advertisers blend credibility, symbolic meaning, and collective behavior to enrich message delivery. Mid-range co-occurrence levels (21 to 24 instances) include combinations like logos and bandwagon, assertion and glittering generalities, or ethos and pathos. These show a preference for reinforcing core messages using logical and emotional appeals without complicating the structure. Meanwhile, lower-frequency combinations (17 to 20 instances) such as pathos and testimonials or bandwagon and plain folk reflect the occasional use of social conformity and personal endorsement as secondary strategies. In contrast, card stacking, the lesser of two evils, and name-calling exhibit negligible or no co-occurrence, highlighting a clear avoidance of overly manipulative or confrontational tactics in Vietnamese billboard advertising. These techniques are misaligned with the emphasis on trust, transparency, and emotional positivity in high-visibility public spaces.

Detailed Co-occurrence Patterns in Banners

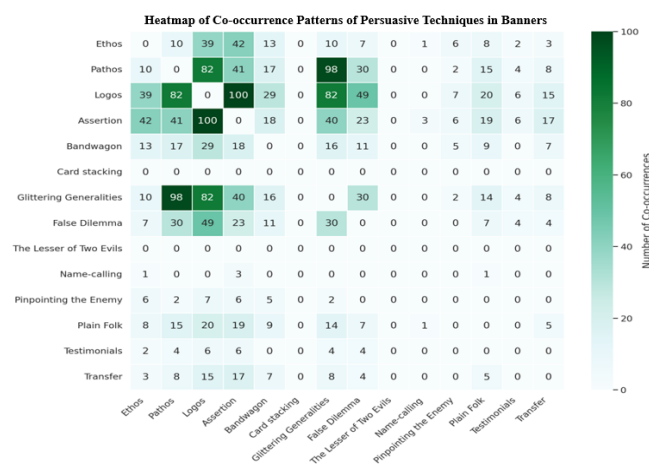


Figure 4: Heatmap of Co-occurrence Patterns of Persuasive Techniques in Banners.

We can see that figure 4 illustrates distinct co-occurrence patterns among persuasive techniques used in banner advertising. The most prominent pairing is between logos and assertion (100 instances), emphasizing how rational appeals are frequently reinforced with definitive claims. Similarly, pathos and glittering generalities (98 instances) form another dominant pair, showing that emotional appeals are often supported by broadly positive and emotionally charged language. Other strong combinations include logos with pathos and logos with glittering generalities (82 instances each), suggesting that logical reasoning is consistently supplemented by emotional resonance and general positivity. These patterns confirm that emotional content is central to banner-based persuasion, especially when integrated with rational argument. Co-occurrence levels in the 32 to 49 range also offer important insights. For example, logos pairs with false dilemma (49 instances), ethos with logos (39 instances), and assertion with glittering generalities (40 instances). These combinations show how credibility, logic, and emotion are strategically layered to add depth and nuance to the message.

In the moderate range (17-31 instances), we observe pairings such as logos with bandwagon, assertion with bandwagon, and assertion with transfer. These indicate occasional emphasis on social conformity and symbolic association to support core persuasive goals. Co-occurrences in the lower range (10-16 instances), such as ethos with bandwagon (13 instances) or logos with transfer (15 instances), show that less dominant techniques are still selectively applied to add variety to banner messaging without overwhelming the main appeal. Lastly, techniques such as card stacking and the lesser of two evils do not appear at all, and name-calling or pinpointing the enemy occur at minimal levels. This absence suggests a clear preference for constructive and audience-friendly persuasion strategies in Vietnamese banner advertising.

C. Similarities and Differences in the Application of Persuasive Techniques Between Billboards and Banners

In line with the research objectives, this section compares the use of persuasive techniques across billboards and banners, testing the initial hypothesis that both formats adopt similar strategic approaches.

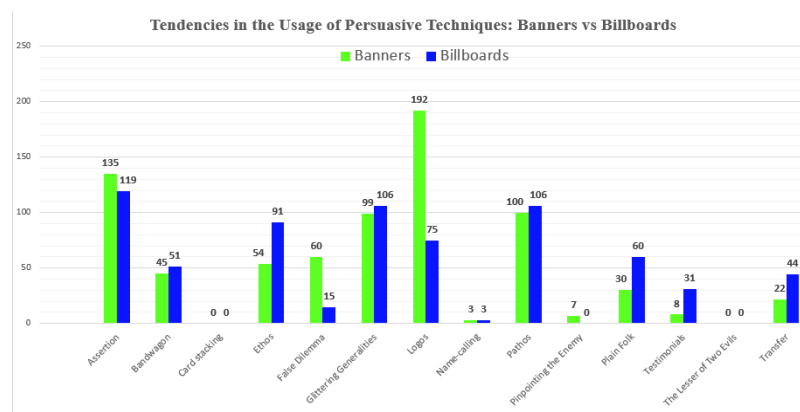


Figure 5: Tendencies in the Usage of Persuasive Techniques: Banners vs Billboards

1) Similarities in the Application of Persuasive Techniques

The analysis reveals that both formats consistently employ techniques such as assertion, pathos, glittering generalities, and bandwagon, while mutually avoiding card stacking, lesser of two evils, and excessive use of name-calling (figure 5). For instance, assertion appears 135 times in banners and 119 in billboards, pathos occurs 100 and 106 times respectively, and glittering generalities appear 99 times in banners and 106 in billboards. Bandwagon also shows close frequency, with 45 and 51 instances. Meanwhile, card stacking and lesser of two evils are completely absent, and name-calling occurs only three times in each format. These trends confirm a shared preference for positive, emotionally engaging, and credibility-based techniques.

Assertion remains a core persuasive strategy in both formats. It conveys certainty and authority through confident

language. A billboard using "Đăng cấp, chất lượng, an toàn" (Premium, reliable, and safe) affirms product value, while a banner advertising "Vắc xin chính hãng" (Authentic vaccines) ensures trust through clarity. Emotional appeal is another shared feature. Its frequent use reflects the need for quick emotional connection in outdoor formats. Examples include the billboard line "Vinh hoa hay ê chê, cũng phải khỏe mà về" (Win or fall, stay strong through it all) and the banner slogan "Em bike Anh cũng bike" (You ride, I ride), which establish warmth and relatability. Both formats also favor generalized positivity. With nearly identical frequencies, glittering generalities help create uplifting tones. A billboard such as "Uống cực êm, kéo thêm mượt" (Smooth to sip, makes the game slick) and a banner like "Sale to đón Tết, sức khỏe trên hết" (Big Tet sale, health never fails) exemplify this approach. Bandwagon techniques appear at moderate yet balanced levels. A billboard slogan

like "Saymee nhà mạng GenZ" (Saymee - the mobile network for Gen Z) and a banner such as "Thương hiệu nhà thuốc tốt của người Đà Nẵng" (A trusted pharmacy brand for the people in Da Nang) reflect shared reliance on collective endorsement. Used sparingly, name-calling takes an indirect form. For example, the billboard "Có Casper không đâu bằng nhà" (With Casper, nowhere feels more like home) implies superiority without open criticism. The banner "Ở đâu rẻ? Anh Đức Digital rẻ hơn" (Where is it cheaper? Anh Đức Digital is cheaper) uses soft comparison rather than attack. The absence of these two techniques across both formats underscores a strategic commitment to transparency. Given their manipulative nature, these approaches are avoided in favor of messaging that fosters trust and aligns with the expectations of modern Vietnamese consumers.

2) Differences in the Application of Persuasive Techniques Between Billboards and Banners

As illustrated in Figure 5, Logos is employed substantially more in banners (192 instances) than in billboards (75), indicating banners' orientation toward rational appeals. False dilemma similarly appears more in banners (60 vs. 15), reinforcing their role in presenting constrained, urgent choices. Conversely, ethos, plain folk, testimonials, and transfer are more prevalent in billboards. For example, ethos occurs 91 times in billboards but only 54

in banners, and plain folk appears twice as often in billboards (60 vs. 30). Testimonials and transfer show even sharper contrasts, used nearly four and two times more in billboards, respectively. Interestingly, pinpointing the enemy is exclusive to banners, highlighting banners' greater textual flexibility in handling nuanced comparisons. These differences reflect each format's inherent strengths: while banners emphasize detail and logic, billboards rely on impact, credibility, and visual storytelling.

a) Techniques Predominantly Applied in Billboards

Billboard advertising demonstrates a strategic preference for ethos, plain folk, testimonials, and transfer. These techniques align well with the format's strengths, including visual dominance, elevated placement, and large-scale imagery. Ethos helps build immediate trust through authoritative language and branding. For example, the slogan "Chuyên gia không khí hàng đầu Nhật Bản" (Japan's leading air expert) conveys credibility with minimal processing effort, something well-suited to billboard environments.

Plain folk appeals are also effectively applied. The Prudential billboard (figure 6) features a mother and child alongside the message "Minh còn hiểu nhau" (We still understand each other), promoting emotional connection and everyday relatability.



Figure 6: Illustration of Plain Folk Technique in Billboard Advertising

Testimonials benefit from billboard scale as well. The Pepsi advertisement (figure 7), showcasing Sơn Tùng M-TP holding a Pepsi can, exemplifies how celebrity

endorsements attract attention and encourage identification through aspirational imagery.



Figure 7: Illustration of Testimonial Technique in Billboard Advertising

Transfer is similarly impactful. The Sun World Ba Na Hills billboard (figure 8) features castles, cable cars, and dramatic landscapes to evoke feelings of adventure and

wonder, reinforcing the brand's association with unique and memorable experiences.



Figure 8: Illustration of Transfer Technique in Billboard Advertising

b) Techniques Predominantly Applied in Banners

In contrast to billboards, banners display a stronger reliance on logos, false dilemma, and pinpointing the enemy techniques. Positioned at eye level and often viewed by slower-moving pedestrians, banners provide an ideal format for detailed, text-based persuasion.

Logos is prominently featured in the Long Châu vaccination banner (figure 9), which presents specific numerical data such as “6 trong 1 (Pháp/Bỉ)” (6-in-1 (France/Belgium)), “giảm đến 12%” (up to 12% off), and

“giá từ 960.000 đ” (price starting from 960,000 VND). These elements appeal directly to logic and value-based reasoning, which is more effective in close-range formats like banners. Pinpointing the enemy is subtly embedded in the same banner with the message “100% ung thư gan ở trẻ em là do viêm gan B” (100% of liver cancer cases in children are caused by hepatitis B). Although indirect, this statement highlights a clear threat and positions the brand as the solution, leveraging urgency without explicit comparison to competitors.



Figure 9: Illustration of Logos and Pinpointing the Enemy Techniques in Vaccination Banner Advertising

False dilemma is also prevalent in promotional banners. For example, the Long Châu supplement campaign (figure 10) creates a binary choice: act immediately “chỉ 2 ngày: 16.08-17.08” (only for two days: August 16-17) or miss the opportunity to receive “100 suất bổ và khỏe miễn phí trong 2 tháng” (100 free doses of nutrition and wellness

supplements for two months). This format pressures viewers into quick decision-making, removing the perception of alternative options. Together, these techniques demonstrate how banners prioritize detailed content, rational appeal, and urgency, which are less feasible in billboard formats that rely more on brevity and visual impact.



Figure 10: Illustration of False Dilemma Technique in Banner Advertising

CONCLUSIONS

This study reveals that twelve of Shabo's fourteen persuasive techniques appear in both billboards and banners, with assertion, logos, pathos, and glittering generalities being most prominent. While common strategies are shared, banners prioritize rational appeals through detailed content, whereas billboards rely on emotionally charged, visually impactful slogans. These findings confirm a correlation in technique usage across formats but also highlight key differences in linguistic realization and strategic focus. Thus, the evidence supports H1 by confirming the consistent parallel use of techniques such as assertion, pathos and logos across both formats, yet refutes H2 by revealing substantial differences in depth, style and linguistic realization between billboards and banners. Limited to 488 samples and two OOH formats, the study suggests future research should explore underexamined persuasive language patterns in persuasive strategies employed in other out-of-home

advertising formats, particularly transit advertisements on buses, trucks, and taxis. Furthermore, despite identifying frequent techniques, the full range of linguistic realizations in Vietnamese OOH advertising remains underexplored, particularly in how cultural and contextual factors shape rhetorical choices.

Based on observed co-occurrence patterns, this study proposes a model of persuasive effectiveness in OOH advertising:

Persuasive Effectiveness (OOH) = f (Pathos + Glittering Generalities + Logos + Assertion + Ethos).

In this model, pathos and glittering generalities drive emotional engagement, logos supports reasoning, assertion enhances confidence, and ethos fosters brand credibility. This integrated framework offers a foundation for both academic inquiry and strategic application in real-world advertising campaigns.

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