

ACTIVITY 7A

WHO'S IN CONTROL?

BE AN AD CRITIC

ADVERTISEMENT #	
What is the ad selling?	
What do you like about the ad?	
What do you dislike about the ad?	
What marketing technique is being used?	
Who is the target audience?	

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MARKETING TECHNIQUES USED IN ADVERTISING HANDOUT

Sentimental - Makes you think of family and taking care of people. Brings to mind feelings of the way grandma used to do it.

Bandwagon - Everyone is buying it. It's the thing to do. It makes you accepted as part of the crowd.

Entertainment - Makes you think of good things and experience feelings of excitement and fun.

Information - Gives simple, direct facts and details.

Appealing - Appeals to the senses. It attracts through beauty and sexuality of people, places, and things.

Numerical/Scientific Claims - Provides very impressive statistics or scientific data that may not mean anything.

Endorsements - Popular sports figures, TV and movie stars, recording artists, and others tell you about the product.

Lifestyle - Links product with certain lifestyle or way of doing things, such as the perfect family does this, sports lovers do this or those who are successful do this...

MATCHING

- | | | |
|----------|--|--|
| _____ 1. | Nine out of 10 doctors recommend this pain relief medicine. | A. Lifestyle |
| _____ 2. | This music artist says, "I love XYZ. I know you will too." | B. Entertainment |
| _____ 3. | Gather around the table and enjoy.
It's just like going back in time. | C. Appealing |
| _____ 4. | All your friends wear these. Why not you? | D. Sentimental |
| _____ 5. | You will be irresistible when you use this. | E. Numerical/
Scientific Claims |
| _____ 6. | Everybody who is somebody drives this car. | F. Information |
| _____ 7. | This is made of metal and comes in 3 colors. | G. Bandwagon |
| _____ 8. | People are dancing. "Join the party. Try this product." | H. Endorsements |

MARKETING TECHNIQUES USED IN ADVERTISING - ANSWER KEY

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