

ACTIVITY 7D

YOU BE THE ADVERTISER STUDENT HANDOUT

MARKETING GROUP Handout

1. What are you selling?
2. What do you want the audience to do?
3. Do you have a target audience and if so who?
4. What marketing technique are you going to use?
5. What are the benefits of your product or activity?
6. What would someone gain from having or using your product or participating in your activity?
7. What emotions are you going to appeal to?

NOTES:

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.

WHAT WE HAVE TO SELL ITEMS

Jump off a cliff.

Eat a piece of rotten pizza.

Stay awake for one week.

Drink a gallon of paint.

Swim the Atlantic Ocean.

Buy and wear clothes five sizes too big.

Buy a trainload of toothpicks.

Buy a ticket for a trip to Mars.