

# Advertising Review Worksheet

Name:

Class:

Answer the following questions in preparation for your Advertising Unit Test.

1. What is the purpose of Advertising?

2. What is a "Target Market" group?

List three examples

- 1.
- 2.
- 3.

3. Why is it important to pay attention to advertisements?

4. What is a warranty or satisfaction guarantee?

## Fill in the blanks with the correct Advertising Tactic

1. Don't just sit there while everyone else talks about the exciting news in Seventeen! Get the latest issue and join the fun now!

What technique? \_\_\_\_\_

2. Be good to yourself. Feel like a millionaire. Zip along the road grandly in the safety of a Cadillac.

What technique? \_\_\_\_\_

3. Win a free trip to Florida when you take home your new luxurious Grand Ranger sport utility vehicle.

What technique? \_\_\_\_\_

4. An ad for cars it show a famous race car driver in a Speedo. The ad then reads, "Buy a Speedo and race to the finish line."

What Technique? \_\_\_\_\_

5. Florence Farr, a noted scientist, says, "I'll brush my hair with Blue Brushes because they have made my hair healthier."

What technique? \_\_\_\_\_

6. We cab cold suffers to try our new medicine, Sniffle-free. All ten felt better quickly. Use Sniffle-free to be free of all cold symptoms.

What Technique? \_\_\_\_\_

7. North Branch Theaters have the best seats in the county. Their food is fantastic and their bathrooms are always clean. Join us for a great time at the North Branch Theaters.

What technique? \_\_\_\_\_

8. Those other brands of so-called weed killers will let those old weeds feel right at home on your new lawn. Why keep using it when you can have a weed-free lawn with new Fertilawn.

What technique? \_\_\_\_\_

9. A campaign as supporting George Bush shows him at a farm shaking hands with the farmers while drinking a large glass of milk.

What technique? \_\_\_\_\_

10. In an ad for Trident gum they keep showing the name of the product over and over.

What technique? \_\_\_\_\_

11. In a Pepsi ad they show a bottle of Pepsi the same size as the Empire State building.

What technique? \_\_\_\_\_