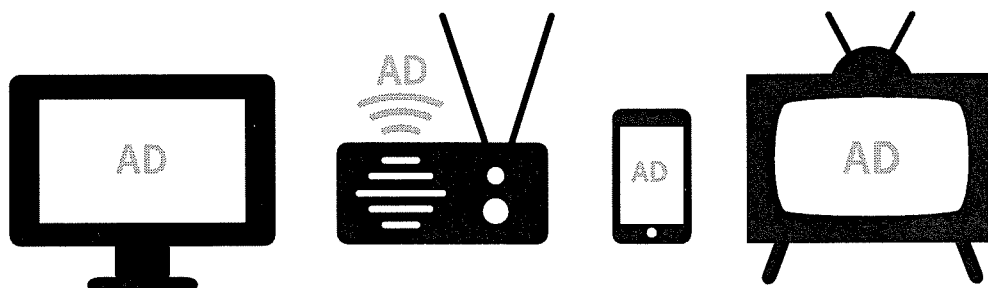


Name: _____

ADVERTISING TECHNIQUES*Directions: Match the advertising technique with the correct definition.*

| | | | |
|-----------------|---------------------|----------------|------------------|
| A. Testimonial | B. Brand Loyalty | C. Bandwagon | D. Sexual Appeal |
| E. Humor Appeal | F. Emotional Appeal | G. Snob Appeal | H. Star Appeal |

1. _____ Tries to convince you that everyone is using the product: "Three out of four people use..."
2. _____ Uses cartoons, slogans and jingles to make you laugh and remember the product.
3. _____ Uses famous or well-respected people to sell the product.
4. _____ Tries to convince you that using the product will make you more attractive or desirable.
5. _____ Relies on your desire to be better than others: "You deserve the best."
6. _____ Persuades you that this brand is the best because it's been around so long.
7. _____ Creates an emotional reaction to sell the product.
8. _____ Shows people who tell you how great the product was for them.