

Put the following words/phrases beside each example below. You only need the letter of the word/phrase.

A. Heart strings

B. Ideal Families

C. Sounds Good

D. Family Fun

E. Bandwagon

F. Cartoon Characters

G. Star Power

H. Put Downs

I. Repetition

J. Scale

K. Sex Appeal

L. Are you cool enough?

M. Facts and Figures N. Omission

1. We see a perfect family and everyone is wear Brand ABC clothing.
2. We see a family having a great time together, and they are all drinking Coca Cola.
3. We see Brad Pitt in an advertisement for men's cologne.
4. We buy a product because we believe all of our friends are using it.
5. The burger in the commercial always looks bigger and better than the one I get at the fast food restaurant.
6. This laundry detergent is much better than the other brand. The other brand is not powerful!
7. We have seen the same commercial 5 times in one hour!
8. Sexy men and women in bathing suits are featured in an ad for sports cars.
9. This commercial always makes me cry. It is a very emotional commercial.
10. The music in this commercial is very catchy, I can't stop singing this song!
11. The Energizer Bunny is a very cute character.
12. The commercial mentions that a product is healthy, but it doesn't mention the amount of sugar.
13. The actor drank the cola and went from ho-hum to a very cool and hip person.
14. This product is 99.9 % effective in stopping bad breath.

