Ad Techniques

1. Read the following descriptions.
2. Match the technique with its description by dragging the word.

Association	*Claim*	*Hype*	*Must-have*	*Prizes, sweepstakes, and gifts*	*Sales and prices*	*Special ingredients*
Call to action	*Games and activities*	*Humor*	*Fear*	*Repetition*	*Sense appeal*	*Testimonials and endorsements*

	Describing how the product works or helps you.
	Including a celebrity to endorse a product.
	Including a game in the commercial.
	Including words such as “amazing” and “incredible”.
	Making you think that if you have the product, you will be happy, popular, or satisfied.
	Promoting a special ingredient.
	Repeating an idea or message.
	Showing discounted prices.
	Telling what to do.
	Using a cartoon character to transfer your good feelings about the product.
	Using ads that make you laugh.
	Using the product to solve a problem you worry about.
	Using your sight, touch, taste, etc.
	You can win something.

LIVEWORKSHEETS

Practice: Find the Techniques!

Watch the following ad:

Answer the following questions:

A. Who is responsible for the ad?

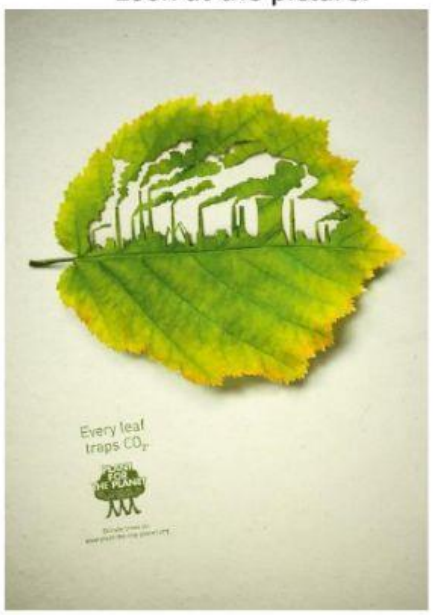
B. What audience is the ad targeting? What makes you think so?

C. What technique(s) does the ad use?

D. What does the ad say or suggest about the product or service?

LIVEWORKSHEETS

Look at the picture:



Answer the following questions:

A. Who is responsible for the ad?

B. What audience is the ad targeting? What makes you think so?

C. What technique(s) does the ad use?

D. What does the ad say or suggest about the product or service?

LIVEWORKSHEETS