

Read the text about Association principle in marketing say why the following is mentioned in the text.

- **Tough cowboy**
- **Beach**
- **Book**
- **Skincare product**
- **NBA**
- **Self-esteem**

Association Principle

The association principle is when two or more things that are not related are somehow connected in our minds to create a relation between them. For example, in Ivan Pavlov's famous study where he rang a bell and fed dogs, the dogs eventually connected the bell to food and began salivating when he rang the bell, even in the absence of food. They'd associated these two things with one another: food + bell.

Advertisers absolutely love the association principle because they can associate their product or service to another positive product or service to drive sales.

Examples:

LIVEWORKSHEETS

1. **Marlboro cigarettes + tough cowboy** = Men who smoke Marlboro cigarettes are tough and rugged.
2. **Corona + beaches** = The drink you should drink at the beach or to feel like you're at the beach is Corona.
3. **Successful business person endorsement + book** = Successful business people read this book. If you want to be successful, you should too.
4. **Beautiful celebrity + skincare product** = If you use this product, you'll be like this celebrity .Yet another way of looking at the association principle is through the lens of social status and self-esteem. The belief is that if we surround ourselves with favourable people and things then that positivity will also be associated with us. One example is people with low self-esteem and low social status. In these cases, a person has a tendency to want to associate with someone or something of a higher or "winning" status.

Would you agree with the statements below.

1. Coca-cola and Pepsi have the same associations.



2. If you have a logo, put it everywhere.



3. Colour affects brand awareness.



4. All publicity is always good publicity.



5. Videos, whether live or recorded, are one of the most effective ways to boost your brand's image.

LIVEWORKSHEETS

GIVING YOUR OPINION	AGREEING / DISAGREEING
• I might change my mind later, but ... • I'm no expert (on this), but ... • I think it's fair / reasonable to say ... • It seems clear to me that ... • I'm absolutely certain that ...	• It's true / obvious / evident that ... However, ... • While you might say that ..., it's important to remember that ... • I agree with you that ... On the other hand, ... • Although / even though it is true that... I believe that... • I agree / admit / concede that... , but we must remember that... • I can understand that... Nevertheless, ...

1. There should be advertisement-free zones in cities.
2. Instagram Stories disappear after 24 hours, so there is no point to invest time to create them
3. Branding is more than just a logo, a slogan, or a colour scheme; it's a collection of personality traits, values, and attributes that people associate with a company.
4. All our buying decisions are emotional, we buy on emotion.

LIVEWORKSHEETS