

Intro to Advertising

Last Week: informational appeals

- give consumers _____ about a product
- eg, price, _____

This Week: emotional appeals

- feelings
- _____ (happiness, love) or negative (_____, embarrassment)
- common, effective _____

- _____ often makes the sale, not _____

Most common appeal = _____

eg, Doggie Delight - dog _____

- funny voice, sound effects
- not much _____ about the product

Effective:

1 "Feel-good" factor = gives us _____ about the product

2 _____ = advertisers' #1 problem

eg, Neighbors' Bank

- humor can be used with _____ products