

Fill in the blank.

Good and Bad advertisement?

1. _____ means understanding your customers and what they need/want before you offer them anything, then offering that in the best possible way.
2. _____ means pushing products without necessarily understanding what the customer wants or needs.
3. While some may refer to advertising as “_____”, they are in fact two separate concepts.
4. Effective advertising in today’s world requires highly _____ and segmented audiences.
5. _____ do not work if they are not trying to appeal to a specific type of person.
6. A positive _____ indicates that the advertising campaign has been a success.
7. _____ Nike's slogan/campaign.
8. _____ assures that a product can solve a consumer’s need or improve their life in some way.
9. A key aspect of advertising is _____.
10. “_____” is the use of dishonest, erroneous, misleading, baseless information to advertise or promote products and services to consumers.
11. Kellogg's popular Rice Krispies cereal had a crisis in 2010 when the brand was accused of _____ about the product's immunity-boosting properties, according to CNN.
12. On March 29, the Federal Trade Commission (FTC) filed a lawsuit against Volkswagen, which claimed that the car company had _____ with the advertising campaign it used to promote its supposedly "Clean Diesel" vehicles, according to a press release.

Misleading consumers

Consistency

Persuasive advertising

Return of Investment

Just do it

Ads

Targeted

Propaganda

Bad marketing

Good marketing

Deceived customers

False advertising