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.