

Name _____

Date _____

AD TECHNIQUES

DIRECTIONS: Listed below are some commonly used advertising methods. Match the ad described with the technique by placing the correct letter in the blank.

TECHNIQUES:

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|--------------------------|---|
| NOSTALGIA: | Plainfolks, back-to nature, just the way grandma used to make it, back in the good old days. |
| BANDWAGON: | Everyone who is anyone is buying this product. Don't be the only one without it. Don't be left out! |
| TRANSFER/FANTASY: | Superheros, white knights, green giants, super athletes, beautiful people, rich people are featured. Advertisers hope that the consumer will tend to transfer these qualities to the products and themselves and purchase the item. |
| HUMOR: | People may tend to remember an ad if it makes them laugh and may purchase the product because of the positive association with it. |
| SENSE APPEAL: | Sounds or pictures that appeal to the senses are featured. |
| STATISTICS: | People tend to be impressed with "facts" and statistics even if they have little or no meaning. |
| TESTIMONIAL: | Important or well-known people testify that they use the product and so should you. |

MATCHING:

- _____ 1. "Lose weight the way 6 million Americans have. It's the method 3 out of 4 doctors recommend."
- _____ 2. A cool, sparkling soft drink sits next to a hot, sizzling cheeseburger.
- _____ 3. A famous actor says that he buys a product and recommends it to everyone.
- _____ 4. Lemonade is served on the back porch of a house situated near an old fishin' pond.
- _____ 5. "Buy your next car at Crazy Joe's, where everyone gets the best deal around!"
- _____ 6. A person falls down a flight of steps and says, "It's the kind of soft drink you could fall for!"
- _____ 7. A woman driving in her new convertible runs her hands through her beautiful blonde hair to show how great Shimmer Shampoo works.

- A. Humor
- B. Sense Appeal
- C. Transfer/Fantasy
- D. Testimonial
- E. Nostalgia
- F. Statistics
- G. Bandwagon