**Advertising Strategies**

**Vocabulary: What do the underlined words in each sentence mean?**

1. The kids are cool and they wear the hottest fashions.

Cool =

Hottest =

1. Join the crowd! Don’t be left out!

Left out =

1. Advertisers put down the competition’s product to make their own product seem better.

Put down=

Competition =

1. Advertisers use facts and statistics to make their statements more credible.

Facts =

Statistics =

Credible =

1. That sad movie really pulled on my heart strings. =
2. Advertisers sometimes mislead consumers by using deceptive words.

Mislead =

Deceptive =

1. There was an important omission in your paragraph – you left out a conclusion. =
2. Advertisers try to convince consumers that if they use the products, they will be hip.

Convince =

Hip =

Fill out the chart by putting an X in the column that categorizes the approaches of the strategies.

|  |  |  |  |
| --- | --- | --- | --- |
| Strategy | Tries to make you feel good | Uses negative advertising | Uses famous people |
| Ideal families |  |  |  |
| Family fun |  |  |  |
| Excitement |  |  |  |
| Star power |  |  |  |
| Bandwagon |  |  |  |
| Scale |  |  |  |
| Put downs |  |  |  |
| Facts and figures |  |  |  |
| Repetition |  |  |  |
| Heart strings |  |  |  |
| Sounds good |  |  |  |
| Cartoon characters |  |  |  |
| Weasel (misleading) words |  |  |  |
| Omission |  |  |  |
| Are you cool enough? |  |  |  |

Now, watch some commercials and decide which strategy or strategies are used in each.

**Product Name Strategy (-ies)**

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
7. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
8. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
9. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
10. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_