Ad strategies commercials

Practice:

Head on <http://www.youtube.com/watch?v=Is3icfcbmbs>

* Logos, repetition

Carnival Cruise <http://www.youtube.com/watch?v=fhW51x-E0aY>

* Family fun, ideal families, excitement

Rice Crispies <http://www.youtube.com/watch?v=r7kfSn2Lfdw>

* Cartoon characters
1. Pampers <http://www.youtube.com/watch?v=6rW_Cgi1CGg&feature=related>
* Sounds good, heart strings
1. Sensodyne Commercial <http://www.youtube.com/watch?v=DaDSsT2dUZc&feature=relmfu>
* facts & figures, expert testimony
1. Nikon <http://www.youtube.com/watch?v=uDO9hP-xKL8&playnext=1&list=PL436B01594C73F4E6>
* Logos, celebrity
1. All Pro Bail Bonds <http://www.youtube.com/watch?v=rQOr9oqArYw>
* Repetition, prevention of negative
1. Sun Drop <http://www.youtube.com/watch?v=OEQzJRRIXKs>
* Sounds good, RU cool enough, bandwagon
1. Axe <http://www.youtube.com/watch?v=WRnBHHcdHJQ>
* Attraction to opposite sex
1. T-Mobile <http://www.youtube.com/watch?v=VQ3d3KigPQM>
* bandwagon
1. Tide <http://www.youtube.com/watch?v=mfEMW0sXwiw>
* Celebrity, facts and figures, put down
1. Allstate <http://www.youtube.com/watch?v=oVngo_slWJ4>
* Prevention of negative
1. Activia <http://www.youtube.com/watch?v=CvDUH0xmZxQ>
* Celebrity, facts and figures, logos