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