



test your advertising knowledge

In the space provided, write the letter of the advertising technique or appeal the statement represents.

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|------------------------------------|------------------------------|
| a) Join the gang | h) Negative option |
| b) Hero endorsement | i) Credit repair |
| c) Unfinished comparison | j) Numerical claims |
| d) Independence | k) Guarantees |
| e) "Get rich quick" | l) Bargain appeals |
| f) Exploiting fears and misgivings | m) Scientific claims |
| g) Physical attraction appeal | n) Catch phrases and slogans |

1. _____ Return this card today and begin receiving three CDs every month. If, at any time, you decide you don't want a CD, just return it within ten days.
2. _____ If you're the type of person who can think and act for yourself, drive one of our cars and you'll be convinced you can't buy a smoother ride.
3. _____ We promise your new battery will last a lifetime, or your money back.
4. _____ This detergent works better on grease and stains.
5. _____ Three-out-of-four dentists recommend this toothpaste.
6. _____ Everyone else is using this product. Why aren't you?
7. _____ At this price for a limited time only! So buy now, because you won't see a value like this again.
8. _____ After years of research by leading physicians, we've formulated a pill that, taken one hour before each meal, allows you to eat anything you want without gaining weight.
9. _____ You find yourself unconsciously singing the tune to the commercial.
10. _____ If Mr./Ms. Famous Athlete wears this type of underwear, shouldn't you?
11. _____ Just one spray of our cologne, and you'll never have to spend another Saturday alone!
12. _____ Work in your home, part-time, and earn up to \$10,000 per week.
13. _____ No matter how bad your credit is, for one small fee, we can help you get that car or van you've always wanted.
14. _____ Our complete-at-home course, which comes with a supplemental videotape and a workbook, is designed to increase your chances of getting better grades regardless of the subject.