

Name: \_\_\_\_\_

## Associations

Write down one word that you associate for each of the items below:

1. PBS
2. Disney
3. Harvard University
4. Reliable
5. Trust
6. Fitness
7. Lance Armstrong
8. Lebron James
9. Adam Sandler
10. Selena Gomez

Write down one product that you associate for each of the items below:

- 11. Cheap
- 12. Luxurious
- 13. Cheesy

Write a paragraph and tell me in your own words why we make these kind of associations to these products? When do we make these kind of associations? Once we make these associations what does it take to change our minds?