ADVERTISING GIMMICKS

Directions: Some commonly used sales appeals are described below. See if you can identify advertisements that fall in these categories and the companies who sponsor them. On the back of this sheet, write an ad using one of these sales appeals for a product you really like but never see advertised.

A. CELEBRITY APPEAL: Buy this because a famous person does.
   Product: ___________________________ Company: ___________________________
   Product: ___________________________ Company: ___________________________

B. BANDWAGON: Buy this because everybody else does.
   Product: ___________________________ Company: ___________________________
   Product: ___________________________ Company: ___________________________

C. PRESTIGE: Buy this because it will bring you status.
   Product: ___________________________ Company: ___________________________
   Product: ___________________________ Company: ___________________________

D. SAVINGS: Buy this because it's a bargain.
   Product: ___________________________ Company: ___________________________
   Product: ___________________________ Company: ___________________________

E. NOVELTY: Buy this because it's new.
   Product: ___________________________ Company: ___________________________
   Product: ___________________________ Company: ___________________________

F. GLITTERING GENERALITIES: Buy this because we say meaningless but positive-sounding things about it.
   Product: ___________________________ Company: ___________________________
   Product: ___________________________ Company: ___________________________

G. IMAGE MAKING: Buy this because you'll be entirely different if you do.
   Product: ___________________________ Company: ___________________________
   Product: ___________________________ Company: ___________________________

I-VI-28