



Name \_\_\_\_\_ Period \_\_\_\_\_ Date \_\_\_\_\_

**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: \_\_\_\_\_