

Name: _____

Date: _____

ADVERTISING CAMPAIGNS

E H D Z B O M K S U F W S G M T K E S Y J I D Q
K N T X M E F A P Y P A T H O S P V P E X N B M
Z O D C R X O N D N J L H L V N Q I L W R Z R T
T I E S S H D Z J V O R X C M S E S A P G I G M
C T C W R P E A U Y E I J I F O E A C G Z E W V
V A N Q Z O R T T U Y R T I Y H O U E O L C Y L
X R E O B I T I O L C R T I I T Q S M G T N K U
S E I A U I L C T R K Z K I S E R R E S C E S F
Q T D P B A A R E Z I I M N S O S E N E U I P E
E I U Z D N I O K V G C I V A E P P T L O L V S
U L A O P C E O V S Y N A V B G M A C L T A H O
X L M K O H G I V Y M F I L M R O E T K Q S L P
C A K L E N A B N J B O I L G D V L N X P V A R
A V O A G L U S D K P G K G A T D E S T U L U U
M N R A N I G G I D E Q S R U E X F L Z N J S P
P L U A M A N N D S G V Q X E R P N K O M I I E
A W O O O I A I A I I I I Q E P A P E Q G Y V T
I U L T Y I L L T A V Q B T A L E T A F F O I E
G S O C C O U M X C R I X J A T R T I N T T S G
N F C X C O K D C D U E Z G Q R S K I V J H F R
U H P F G I E W I D Y D M V S B E X B T E M C A
I N S O A V G V G V S U O A W O O P N J I M L T
R A L P R Y H V T L A M B R C X O U M F K O G I
E D C I H P A R G O M E D B P G E P I I D S N E

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| JUXTAPOSITION | ADVERTISEMENT | CAMERA ANGLE | ALLITERATION | DEMOGRAPHIC |
| RHETORICAL | IMPERATIVE | PERSUASIVE | FIGURATIVE | REPETITION |
| PURPOSEFUL | APPEALING | PLACEMENT | TRICOLON | SALIENCE |
| MODALITY | LANGUAGE | AUDIENCE | CAMPAIGN | VECTORS |
| PRODUCT | COLOUR | PATHOS | SLOGAN | TARGET |
| VISUAL | LOGOS | ETHOS | LOGO | SELL |