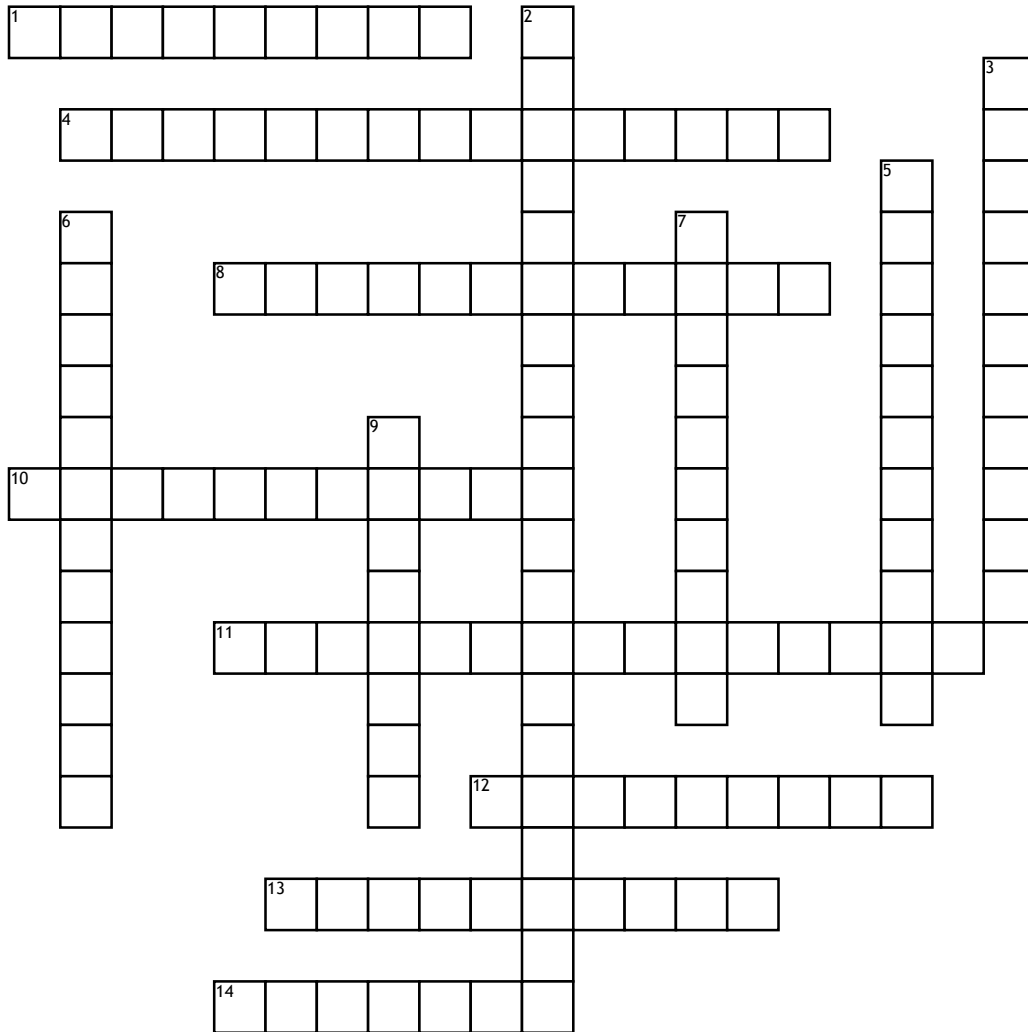


Name: \_\_\_\_\_

# Advertising techniques



## Across

- 1. Ad implies that people just like you use this product
- 4. Use research, data, facts and figures to say a product is better than another
- 8. Associate positive words, images, and ideas with its product
- 10. Comparing one product to another saying their product is better
- 11. Use people's fears, joys, nostalgia to sell a product

- 12. Everyone else has this product you should too
- 13. Use a products name or catchphrase over and over to stick in people's minds
- 14. The advertiser makes you feel like you need the product right away

## Down

- 2. Uses vague, positive and appealing words to get people to buy their product

- 3. Words with strong associations such as "home" "family"
- 5. A celebrity is used to sell a product
- 6. Offer a discount, coupon, gift to entice buyers
- 7. Make customer think they are special, more important if they use their product
- 9. Advertiser tells buyer they are richer, smarter better than other people because they use a product

## Word Bank

- |              |                   |                      |            |
|--------------|-------------------|----------------------|------------|
| Namecalling  | Facts and Figures | Emotional Appeal     | Repetition |
| Urgency      | specialoffer      | glitteringgenerality | snobappeal |
| Transference | Bandwagon         | Flattery             | Bandwagon  |
| Testimonial  | Loaded words      |                      |            |