

# Advertising Techniques Quiz

**DIRECTIONS:** Identify the advertising technique in each example or definition listed below by writing the correct letter in the blank. Some letters will be used more than once.

A. Transfer	D. Glittering generalities	G.
<b>Repetition</b>		
B. Snob appeal	E. Facts & figures	H. Plain folks
C. Wit & humor	F. Testimonial	I. Bandwagon

- \_\_\_\_\_ 1. A photo shows professional basketball player LeBron James wearing a certain brand of shoes.
- \_\_\_\_\_ 2. A toothpaste commercial says that 4 out of 5 dentists surveyed recommend their brand.
- \_\_\_\_\_ 3. A magazine ad features a funny picture of a frazzled dad chasing his twin sons.
- \_\_\_\_\_ 4. Don't let your child be the only one in her class without this toy!
- \_\_\_\_\_ 5. A TV commercial features an average-looking family sitting down at the dinner table.
- \_\_\_\_\_ 6. A commercial shows a group of friends laughing and having fun at an amusement park while chewing this brand of gum.
- \_\_\_\_\_ 7. Do you wake up to Folgers? Start your morning off right with Folgers in your cup. The rich smell of Folgers...Folgers—try some today!
- \_\_\_\_\_ 8. Try our new and improved product--now better than ever!
- \_\_\_\_\_ 9. A woman dressed in an evening gown and fur coat takes a certain kind of vitamins.
- \_\_\_\_\_ 10. Advertisers use positive but "empty" words that make the product sound great but don't make any specific claims backed by fact.
- \_\_\_\_\_ 11. A famous singer is shown buying a certain brand of soft drink.

\_\_\_\_\_ 12. People are shown having good, positive experiences while using a certain product.