

Advertising Techniques

Here are some of the most common techniques advertisers use to convince you to buy or do something. Write a definition or explanation for each type of technique. Identify strategies to make good consumer choices to satisfy needs and wants.

| Advertisement Technique | Definition or Explanation | Strategies to Make Good Consumer Choices |
|-------------------------|---------------------------|--|
| Association | | |
| Call to Action | | |
| Claim | | |
| Fear | | |
| Games and Activities | | |
| Humor | | |
| Hype | | |

Name _____ Period _____ Date _____

| | | |
|-------------------------------|--|--|
| Must-have | | |
| Prizes, sweepstakes, or gifts | | |
| Sales and discounts | | |
| Special ingredients | | |

Select one advertisement to answer the following questions about the ad.

1. What audience is the ad targeting? What makes you think so?
2. Based on the advertising technique, did it influence you to purchase the product? Why or why not?
3. What do consumers need to know about the product before making a purchase?
4. What disadvantages to consumers might result from technological advances in marketing strategies?
5. List two ways consumers can protect themselves from being victimized?