

11 Types of Advertising

Discussion question: What advertising techniques do you think these companies use to get people to buy their product?

Directions: As you watch each advertisement fill out the boxes.

	Who is the intended audience of the commercial?	What does it say about the company's products?	What is the slogan?	How is the commercial different from the other commercials?
Altruism				
Anger				
Bandwagon				
Emulation				
Fear				

	Who is the intended audience of the commercial?	What does it say about the company's products?	What is the slogan?	How is the commercial different from the other commercials?
Friendship				
Humor				
Intelligence				
Pleasure				
Sex Appeal				
Status				