

## Amazing Ads

### Part A: Name That Product

Can you name the product and/or company associated with each famous ad slogan?

1. "You got the right one, baby...uh,huh!" \_\_\_\_\_
2. A bunny appears on TV and a voice says, "It keeps going, and going...!" \_\_\_\_\_
3. The incredible edible \_\_\_\_\_
4. "Leggo my \_\_\_\_\_!"
5. "Just do it!" \_\_\_\_\_
6. "There's always room for \_\_\_\_\_!"
7. A fast food restaurant that says you can have it "your way, right away." \_\_\_\_\_
8. A car company that asks, "Have you driven a \_\_\_\_\_ lately?"
9. "Double the pleasure, double the fun!" \_\_\_\_\_
10. "Like a rock." \_\_\_\_\_
11. A little girl says, "It's \_\_\_\_\_ and I helped!"
12. "The freshmaker" \_\_\_\_\_
13. "The coppertop." \_\_\_\_\_
14. "Run for the border!" \_\_\_\_\_
15. "Behold the power of \_\_\_\_\_"
16. "It's the real thing" or "Always \_\_\_\_\_ - \_\_\_\_\_."
17. "Hot eats, Cool treats!" \_\_\_\_\_
18. "The breakfast of champions!" \_\_\_\_\_
19. "Mikey likes it!" \_\_\_\_\_
20. "It does a body good!" \_\_\_\_\_
21. Just wait'll we get our \_\_\_\_\_ on you!"
22. "Melts in your mouth, not in your hands!" \_\_\_\_\_
23. "Dogs like trucks!" \_\_\_\_\_
24. "Did somebody say \_\_\_\_\_?"
25. "\_\_\_\_\_ makes everything M'm! M'm! better!"
26. For all your 2000 parts \_\_\_\_\_
27. "I'm a \_\_\_\_\_ kid!"
28. Cats ask for it by name! \_\_\_\_\_
29. "The good stuff kids go for!" \_\_\_\_\_
30. This "hot" product is NOT made in New York City! \_\_\_\_\_
31. This kitchen product takes tough grease out of your way. \_\_\_\_\_
32. Watch out for falling prices at \_\_\_\_\_!
33. "Plop-plop! Fizz-fizz! Oh, what a relief it is!" \_\_\_\_\_
34. "There's no wrong way to eat a \_\_\_\_\_!"
35. "Behind that healthy smile, there's a \_\_\_\_\_ kid!"

## Part B: Advertising Examples

Companies spend millions of dollars each year creating advertisements to entice consumer's into buying or using their products and services. Survey the media (TV, radio, and newspapers) to find examples of each technique described below.

### The Good Old Days

Advertisers encourage consumers to buy products that will remind them of the "good old days". Times when food was homemade, life was simple, and products were built to last.

### Bandwagon

Advertisements that encourage consumers to buy quickly so that they do not get left out!  
Who wants to be the only one in the neighborhood without the latest gadget?

### Humor

People remember ads that makes them laugh.  
Advertisers hope consumers will associate their product with happy, positive thoughts.

### Fantasy

These ads feature famous people (actors, actresses, sports stars, superheros) whom consumers associate with the "best in life".

### Senses

Advertisements that use delicious food, relaxing scenery, and soothing sounds to entice us to buy the product.

### Scientific or Mathematical

Advertisements that use statistics or facts to encourage consumers to buy the product.

**Challenge:** Are there other advertisements that do not fit into these categories? If yes, create a new category (or two) to describe these advertisements.