

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.