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” ________________
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.

<table>
<thead>
<tr>
<th>The Good Old Days</th>
<th>Bandwagon</th>
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<tbody>
<tr>
<td>Advertisers encourage consumers to buy products that will remind them of the &quot;good old days&quot;. Times when food was homemade, life was simple, and products were built to last.</td>
<td>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?</td>
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<tr>
<th>Humor</th>
<th>Fantasy</th>
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<tbody>
<tr>
<td>People remember ads that makes them laugh. Advertisers hope consumers will associate their product with happy, positive thoughts.</td>
<td>These ads feature famous people (actors, actresses, sports stars, superheros) whom consumers associate with the “best in life”.</td>
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<tr>
<th>Senses</th>
<th>Scientific or Mathematical</th>
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<td>Advertisements that use delicious food, relaxing scenery, and soothing sounds to entice us to buy the product.</td>
<td>Advertisements that use statistics or facts to encourage consumers to buy the product.</td>
</tr>
</tbody>
</table>

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