



Commonly used Advertising Techniques



Match the techniques at the left with the correct description on the right.

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| a. Beauty Appeal _____ | (1) associates the product with some group to whom you'd like to belong |
| b. Celebrity endorsement _____ | (2) associates the product with particular type of living or type of living things |
| c. Authority _____ | (3) provides consumers with detailed proof or experience, facts and numbers, or an impressive sounding testimonial |
| d. Escapes _____ | (4) associates products with behavior or attitudes that are different from most people's behavior |
| e. Intelligence _____ | (5) is based on consumers' attitudes for product |
| f. Name _____ | (6) The idea of escape is very pleasant for the consumer and when you want him |
| g. Peer approval _____ | (7) gives an advertisement a "celebrity" quality |
| h. Habit _____ | (8) Focuses advertisements that make you happy with their consumers' attitudes for product |
| i. Historical quality _____ | (9) emphasizes as good as a habit, it associates the product with your desire to take care of yourself |
| j. Scientific statistical claim _____ | (10) Beauty appeals to those desires for attractiveness, femininity |
| k. Values for money _____ | (11) It provides a "celebrity" quality and will automatically use that value for product's own success |
| l. Mimicry _____ | (12) It makes consumers' attitudes with brands. If you don't buy it, you'll lose friends |