

Advertising Techniques:

1) Traditional or Outdoor media

2) TV

3) Radio

4) Internet Approach

5) Keyword Language

6) New Appeal

7) Comparative Approach

8) Repetition

9) Advertising Creativity

10) Emphasis

11) Transfer

12) Place/Time Appeal

13) Endorsement

14) Hook Appeal

15) Advertising for Selling

Match the technique to its description

- 1) This is a common approach to create the user brand awareness by using the word used in advertising and the brand name in the same way as the brand name. This is called "keyword language".
- 2) This approach uses the word "new" to create a sense of novelty and excitement in a product or service.
- 3) This approach uses the word "hook" to create a sense of curiosity and interest in a product or service.
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