

Advertising Techniques Worksheet

Name _____ **Hour** _____

Directions: Fill in the blank with the correct advertising technique.

_____ “I eat this cereal every morning and I’m an Olympic champion!”

_____ “Only the smartest consumer will buy this product.”

_____ “Your child may be unsafe without a Carsafe car seat.”

_____ “As a policeman, I see a lot of crime. That’s why I use Lockdown on my own car.”

_____ “Look for the crown. It’ll mean you’re eating quality fast-food.”

_____ “Kids love these treats. They’ll eat ‘em up every time. Schools are serving these as _____ part of their lunch programs because all of the students really like the taste. My _____ own kids think they’re delicious and eat them like nothing else they’ve ever eaten.”

_____ “All the cool kids in school will be wearing Hottie Jeans.”

_____ “Don’t delay, you can’t afford to be without this window cleaner. It will allow you _____ to see the world you have been missing. Hurry, buy it today!”

_____ “90% of my child’s teachers agree that Hooked on Phonics really worked!”

_____ “The succulent taste of our butter fried chicken will make your mouth water.”

_____ “You won’t find prices this low again. Our cars are being sold at such low prices _____”