

## Test your advertising knowledge

In the space provided, write the letter of the advertising technique or appeal the statement represents.

- |                                    |                              |
|------------------------------------|------------------------------|
| a) Join the gang                   | h) Negative option           |
| b) Hero endorsement                | i) Credit repair             |
| c) Unfinished comparison           | j) Numerical claims          |
| d) Independence                    | k) Guarantees                |
| e) "Get rich quick"                | l) Bargain appeals           |
| f) Exploiting fears and misgivings | m) Scientific claims         |
| g) Physical attraction appeal      | n) Catch phrases and slogans |

1. Return this card today and begin receiving three CDs every month. If, at any time, you decide you don't want a CD, just return it within ten days.
2. If you're the type of person who can think and act for yourself, drive one of our cars and you'll be convinced you can't buy a smoother ride.
3. We promise your new battery will last a lifetime, or your money back.
4. This detergent works better on grease and stains.
5. Three-out-of-four dentists recommend this toothpaste.
6. Everyone else is using this product. Why aren't you?
7. At this price for a limited time only! So buy now, because you won't see a value like this again.
8. After years of research by leading physicians, we've formulated a pill that, taken one hour before each meal, allows you to eat anything you want without gaining weight.
9. You find yourself unconsciously singing the tune to the commercial.
10. If Mr./Ms. Famous Athlete wears this type of underwear, shouldn't you?
11. Just one spray of our cologne, and you'll never have to spend another Saturday alone!
12. Work in your home, part-time, and earn up to \$10,000 per week.
13. No matter how bad your credit is, for one small fee, we can help you get that car or van you've always wanted.
14. Our complete-at-home course, which comes with a supplemental videotape and a workbook, is designed to increase your chances of getting better grades regardless of the subject.