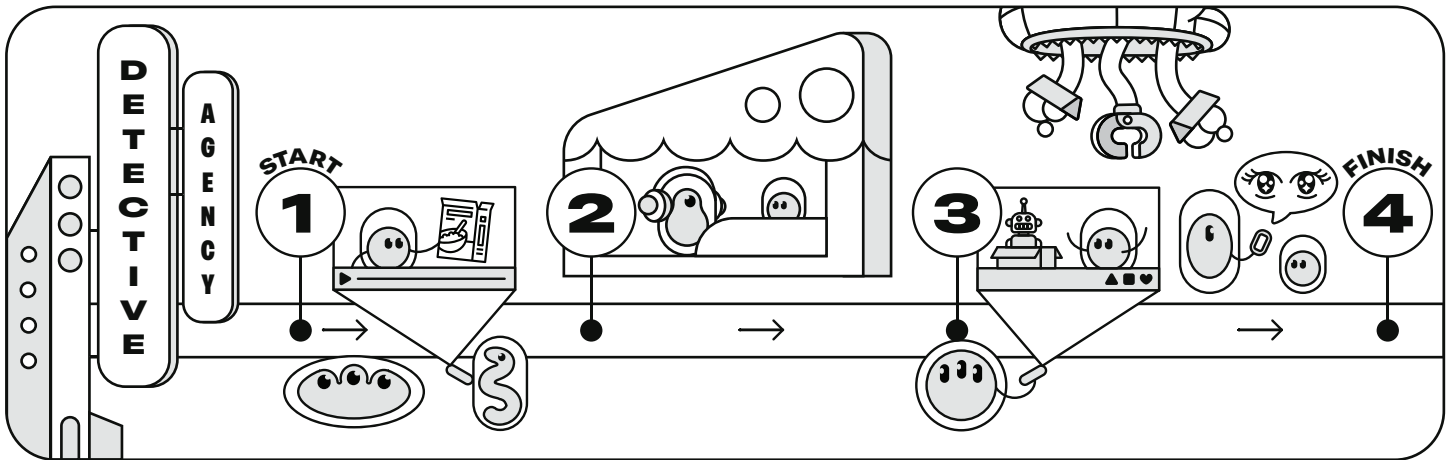


Name _____

Date _____

Ad Detective - KEY



1

Which advertising technique is being used? *Testimonials and endorsements*

How do you know? *Testimonials and endorsements because the Youbie shows how he packs it for the most important meal of the day. Urgency because there's a code that lasts for 24 hours.*

2

Which advertising technique is being used? *Association and hype*

How do you know? *Association and hype because the ad implies that if you don't use the Big Base pods, you'll be left behind.*

3

Which advertising technique is being used? *Emotional and sense appeal*

How do you know? *Emotional and sense appeal because the ad shows how exciting the robot is and how the robot's getting to know me.*

4

Which advertising technique is being used? *Testimonials and endorsements*

How do you know? *Testimonials and endorsements because a reality show sensation is talking about how she loves the app.*