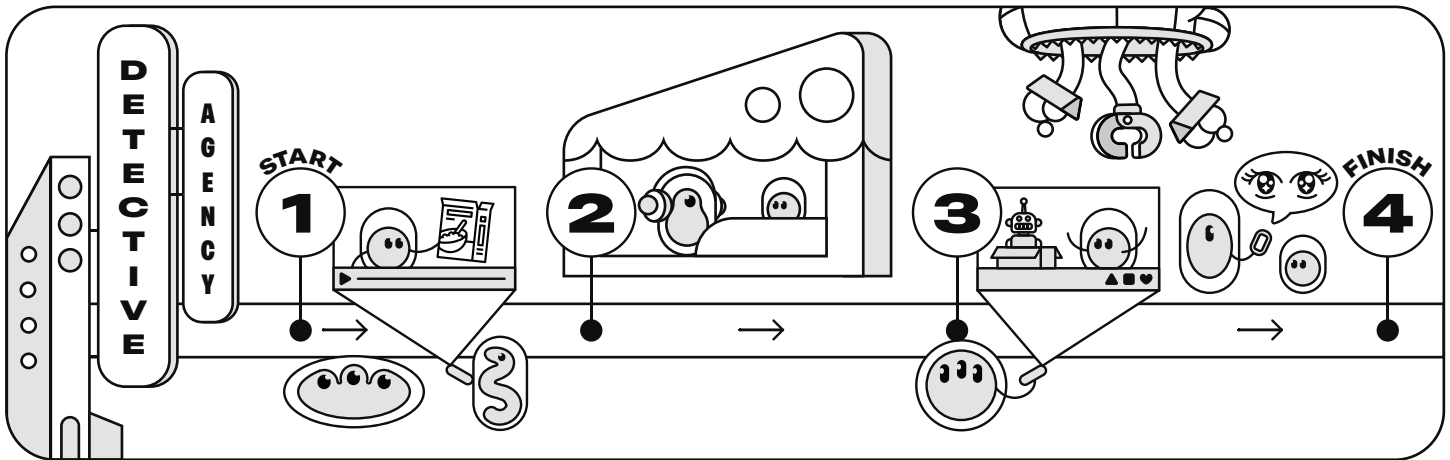


Name \_\_\_\_\_

Date \_\_\_\_\_

### Ad Detective - KEY



- 1** Which advertising technique is being used? *Testimonials and endorsements*  
 How do you know? *Testimonials and endorsements because they're showing how they pack 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 they love the app.*