

## Famous Advertising Slogans

Directions: Identify the product that is represented by the slogan below. Some of the slogans are very old and some are more current.

Slogan	Product
A little dab'll do ya.	
_____ is the place of the helpful hardware man.	
Does she...or doesn't she?	
Breadfast of Champions	
Double your pleasure. Double your fun.	
Don't leave home without it.	
Betcha can't eat just one.	
Good to the last drop.	
How do you spell relief?	
Finger lickin' good.	
In the Valley of the Jolly, "Ho, Ho, Ho." _____	
Be all you can be.	
Just do it.	
I'd like to buy the world a _____.	
Have it your way.	
More saving, more doing.	
It keeps going, and going, and going...	
It's the real thing.	
Like a neighbor _____ is there.	
Let your fingers do the walking.	

• Why do you know the names of the products?

• How did the slogan get stuck in your mind so you could remember?



# Techniques that are used by Advertisers

Directions: Read the techniques below and find an example of each. Simply write below the name of the product or a description of the advertisement in colored ink. Or if you can't find one choose a product you think will fit with the techniques below.

- Bandwagon – Everyone is doing it or using the product.
- Testimonials – Famous people or celebrities are used to talk about the product.
- Snot appeal – Well-dressed, wealthy-looking people are used to talk about the product.
- Fun and friendship – Friends are having fun with this product.
- Just plain folk – Ordinary people use and talk about the product.
- Humor – Humor is used to sell the product.
- Emotion – Attempts to stir emotions are used to sell the product.
- Statistics – Statistics and the results of studies are used to sell the product.



## Famous Advertising Slogans

Directions: Identify the product that is represented by the slogan below. Some of the slogans are very old and some are more current.

Slogan	Product
M'm, M'm good!	
Plot plop, fizz, fizz, oh what a relief it is.	
Please don't squeeze the ____	
Snap! Crackle! Pop!	
The milk chocolate tin your mouth, not in your hand.	
Silly rabbit. ____ are for kids.	
"They're Grrrrreat!"	
Yo quiero ____	
You're in good hands with ____.	
I am stuck on ____ 'cause ____ stuck on me.	
I'm Lovin' It.	
Always low prices. Always.	
Obey Your Thirst	
Fifteen minutes could save you 15% or more.	
Can you hear me now?	
So easy a caveman could do it?	
Give a hoot, don't pollute.	
They're magically delicious.	
I'm coo coo for ____.	
Two all beef patties, special sauce, lettuce, cheese, pickles, onions on a sesame seed bun.	

• What kinds of techniques do advertisers use to make a slogan or product stick in your memory?

• How do the different advertising techniques affect what choices you make?

Graphic Adv. AMI Day 3



# Techniques that are used by Advertisers

Directions: Read the techniques below and find an example of each. Simply write below the name of the product or a description of the advertisement in colored ink. Or if you can't find one choose a product you think will fit with the techniques below.

- Romance – A romantic situation between two people is used to sell the product.
- Attraction appeal – Attractive models or spokespersons use and talk about the product.
- Cultural or group pride – Pride in the identity with a culture or another group is used to sell the product.
- Fear appeal – Fears about negative consequences (unsafe tires, shock absorbers or electrical wires) or social consequences (bad breath, body odor) are used to sell the Product.
- Exaggeration – It's the "best ever," "one of a kind" or "part of a good breakfast."
- Problem solvers – This product will take care of everything.
- Repetition – The same message or phrase is used over and over.
- Color – Bright or depressing colors are used to enhance the product.



# Techniques that are used by Advertisers

Directions: Read the techniques below and find an example of each. Simply write below the name of the product or a description of the advertisement in colored ink. Or if you can't find one choose a product you think will fit with the techniques below.

- Romance – A romantic situation between two people is used to sell the product.
- Attraction appeal – Attractive models or spokespersons use and talk about the product.
- Cultural or group pride – Pride in the identity with a culture or another group is used to sell the product.
- Fear appeal – Fears about negative consequences (unsafe tires, shock absorbers or electrical wires) or social consequences (bad breath, body odor) are used to sell the Product.
- Exaggeration – It's the "best ever," "one of a kind" or "part of a good breakfast."
- Problem solvers – This product will take care of everything.
- Repetition – The same message or phrase is used over and over.
- Color – Bright or depressing colors are used to enhance the product.

