

Recognizing Ad Appeal and Execution Styles

Participating students (first and last names):

A) Find an ad that is emotional in its appeal:

B) Find an ad that is rational in its appeal:

C) Find an example of 3 of the following:

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|-------------------------------|-----------------------------------|
| 1. Slice-of-life | 6. Real / animated product symbol |
| 2. Lifestyle | 7. Mood or Image |
| 3. Spokesperson / Testimonial | 8. Demonstration |
| 4. Fantasy | 9. Musical |
| 5. Humorous | 10. Scientific |

Bring all 5 to the front for photographing.

Then, your team will present them to the class!!