

# CRACKING THE ADVERTISING CODE

Name \_\_\_\_\_

Hour \_\_\_\_\_

## Video Review

**Directions:** After watching “Cracking The Advertising Code,” answer the following questions.

1. What are the two parts of a company’s advertising strategy?

a. \_\_\_\_\_

b. \_\_\_\_\_

2. What are the elements of the “Tell, Sell and Re-Tell” advertising technique?

a. Tell: \_\_\_\_\_

b. Sell: \_\_\_\_\_

c. Re-Tell: \_\_\_\_\_

3. Why is the TV commercial becoming a less effective way to sell products?

\_\_\_\_\_

\_\_\_\_\_

4. Where is one of the best places for advertisers to market to teens?

\_\_\_\_\_

5. Once you've cracked the advertising code, what questions should you ask yourself before you buy a product or service?

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## Video Review Answer Key

**Directions:** After watching “Cracking The Advertising Code,” answer the following questions.

1. What are the two parts of a company’s advertising strategy?

a. ***Message – What the ad says*** \_\_\_\_\_

b. ***Medium – Where the ad is placed*** \_\_\_\_\_

2. What are the elements of the “Tell, Sell and Re-Tell” advertising technique?

a. ***Tell: Advertisers give you information about their products and services.*** \_\_\_\_\_

b. ***Sell: Advertisers influence you to buy with a convincing sales strategy.*** \_\_\_\_\_

c. ***Re-Tell: Advertisers repeat their message to initiate action to buy.*** \_\_\_\_\_

3. Why is the TV commercial becoming a less effective way to sell products?

***On-demand TV services, TiVo, download options and the internet are cutting into the TV advertising market.*** \_\_\_\_\_

4. Where is one of the best places for advertisers to market to teens?

***Advertisers are making a fast move to the Internet to grab the teen market.*** \_\_\_\_\_

5. Once you've cracked the advertising code, what questions should you ask yourself before you buy a product or service?

***Do I need this item?***

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***Is this something I really want?***

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***What do I expect this product to do for me?***

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***Can I afford this merchandise?***

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***Is there a less expensive alternative?***

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***Can I wait to make this purchase?***

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***Did I read the fine print?***

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***Have I researched all the options?***

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## Activities

### Advertising Techniques

You have money to spend and merchandisers want a hefty share of it. They know teen buying power has reached \$150 billion dollars each year. How can you sift through the thousands of marketing messages that bombard you each day to make smart decisions about the products and services you buy? Understanding the basic advertising strategies and techniques will help you become a savvy consumer. In small groups and give an example of each of the following advertising technique:

Bandwagon: \_\_\_\_\_

Celebrity Endorsement: \_\_\_\_\_

Urgency: \_\_\_\_\_

Happy Times: \_\_\_\_\_

Snob Appeal: \_\_\_\_\_

Plain Folks: \_\_\_\_\_

Facts and Figures: \_\_\_\_\_

Emotional Appeal: \_\_\_\_\_

Humor: \_\_\_\_\_

Lifestyle: \_\_\_\_\_

Unproven Claims: \_\_\_\_\_

Product Placement: \_\_\_\_\_

Paid Buzz: \_\_\_\_\_

Bait and Switch: \_\_\_\_\_

## Check Your Options

Think of a product or service you are interested in purchasing. Research prices and options of that product or service on the Internet.

Product/Service: \_\_\_\_\_

What did you discover that could influence your buying decision? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Create Your Own Ad Agency

Break into smaller groups to act as independent ad agencies. Choose a product or service popular with teens.

Design an ad campaign that will stand out in the marketplace to convince teens to buy your product or service over similar ones. Include in your campaign where you would place ads to get the most attention.