Real Life Challenge

Name _____

Amazing Ads

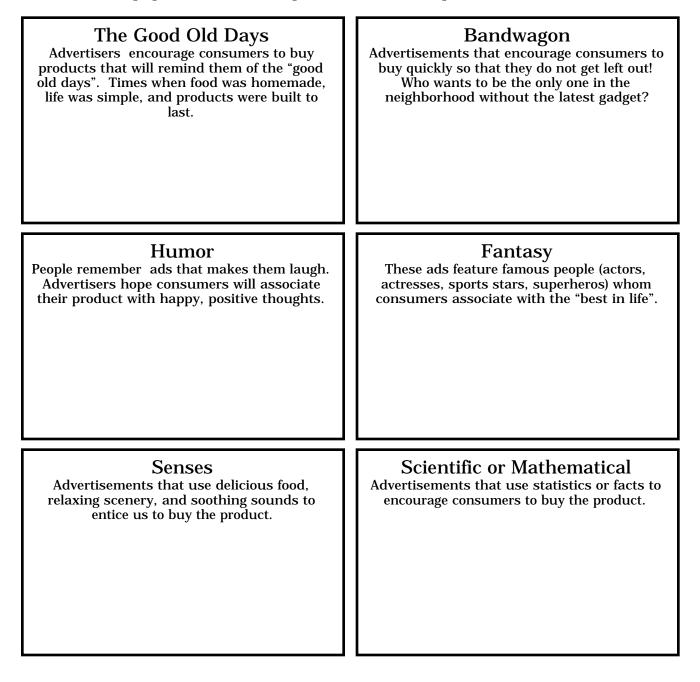
Part A: Name That Product

Can you name the product and/or company associated with each famous ad slogan?

1. "You got the right one, baby...uh, huh!" 2. A bunny appears on TV and a voice says, "It keeps going, and going...!" 3. The incredible edible _____ 4. "Leggo my _____!" 5. "Just do it!" _____ 6. "There's always room for _____!" 7. A fast food restaurant that says you can have it "your way, right away." ______ 8. A car company that asks, "Have you driven a _____ lately?" 9. "Double the pleasure, double the fun!" 10. "Like a rock." _____ 11. A little girl says, "It's _____ and I helped!" 12. "The freshmaker" 13. "The coppertop." 14. "Run for the border!" _____ 15. "Behold the power of _____" 16. "It's the real thing" or "Always ______-." 17. "Hot eats, Cool treats!" 18. "The breakfast of champions!" 19. "Mikey likes it!" _____ 20. "It does a body good!" 21. Just wait'll we get our _____ on you!" 22. "Melts in your mouth, not in your hands!" 23. "Dogs like trucks!" 24. "Did somebody say _____?" 25. " makes everything M'm! M'm! better!" 26. For all your 2000 parts _____ 27. "I'm a _____ kid!" 28. Cats ask for it by name! _____ 29. "The good stuff kids go for!" _____ 30. This "hot" product is NOT made in New York City! 31. This kitchen product takes tough grease out of your way. 32. Watch out for falling prices at _____! 33. "Plop-plop! Fizz-fizz! Oh, what a relief it is!" _____ 34. "There's no wrong way to eat a _____!" 35. "Behind that healthy smile, there's a _____ kid!"

Part B: Advertising Examples

Companies spend millions of dollars each year creating advertisements to entice consumer's into buying or using their products and services. Survey the media (TV, radio, and newspapers) to find examples of each technique described below.



Challenge: Are there other advertisements that do not fit into these categories? If yes, create a new category (or two) to describe these advertisements.