

Advertising Tricks

Advertisements have one purpose: Tempt You To Buy

Strategies and Tricks Advertisers use include:

Tempting pictures, catchy phrases, appealing labels, gimmicks and or specials.

Find ads and indicate how the advertiser is tempting you to buy their product.

① What is the name of the product? _____

How does the label or the advertiser tempt or trick you to buy? _____

② What is the name of the product? _____

How does the label or the advertiser tempt or trick you to buy? _____

③ What is the name of the product? _____

How does the label or the advertiser tempt or trick you to buy? _____
