

# ADVERTISING

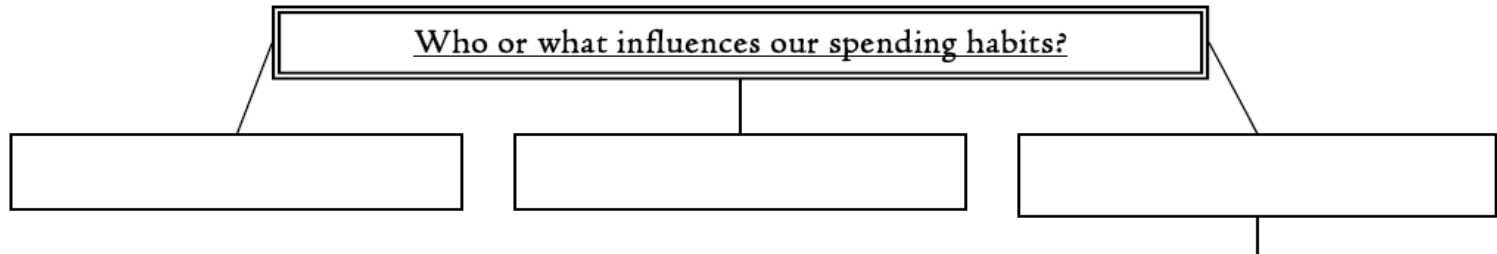
	Total Points Earned
41	Total Points Possible
	Percentage

Name \_\_\_\_\_

Date \_\_\_\_\_

Class \_\_\_\_\_

**Directions:** Complete the following note taking guide during the PowerPoint presentation 1.2.3.G1. Each blank is worth 1 point.



How do companies create advertisements?

STEP ONE – Determine and research a target audience

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STEP TWO – Grab the attention of the target audience

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STEP THREE – Differentiate the advertised brand from others

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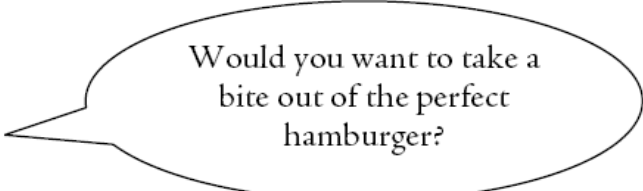
STEP FOUR – Change brand preference or current habits of the consumer

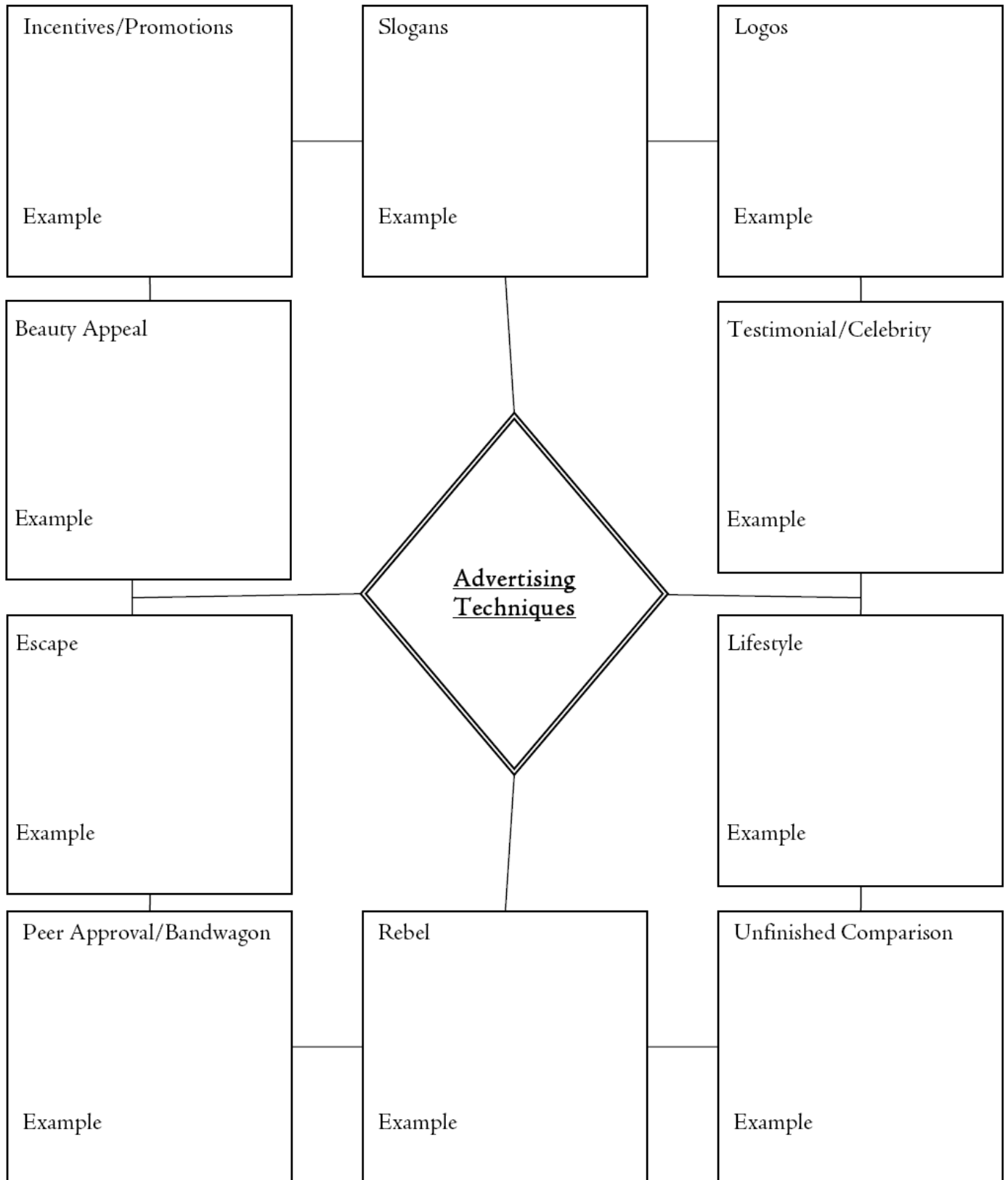
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Advertise-

Advertiser-

Advertisement-





Advertising Regulations – Federal Trade Commission (FTC)

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