

DO YOU KNOW WHAT YOU WANT?

	Total Points Earned
21	Total Points Possible
	Percentage

Name _____

Date _____

Class _____

Directions: Answer the following questions with a short answer.

1. What is the objective of advertising? (1 point)

2. To advertise: is to call _____ to a product or service in order to
_____. (2 points)

3. An advertiser is a _____ that has a product they want to sell.
(1 point)

4. Where do we see advertising? (1 point)

5. Describe two items advertising companies evaluate to determine their target audience. (2 points)

6. What is a technique advertisers use to catch the attention of their target audience? (1 point)

7. What are two methods advertisers use to differentiate their brand from others? (2 points)

8. Describe the final goal and effectiveness indicator for advertisers. (1 point)

9. How do advertisers attract consumers using the following techniques? (10 points)
 - Incentives/Promotions

 - Slogans

- Logos
- Beauty Appeal
- Testimonial/Celebrity Endorsement
- Escape
- Lifestyle
- Peer Approval/Bandwagon
- Rebel
- Unfinished Comparison

10. Describe the role the FTC plays in marketing activities. (1 point)