Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Marketing Strategies & Propaganda



What is Propaganda?

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_“Everybody is doing it.” Convince the audience that this is a mass movement and it is in your best interest to join in.
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Depicts happy, attractive people. If you use the product, you too will be attractive and happy.
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Comparing one or more products and making one look better than the other, without necessarily giving all the facts.
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Use of ordinary language, clothing, and people in the ad in an attempt to relate to the “average person.”
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Use emotionally appealing words, but present no concrete argument or analysis
6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Arouse emotions such as fear, humor, love, or desire
7. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Negative words or names used to create an unfavorable opinion of the competition.
8. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Using a jingle, word, color, or theme that is repeated over and over again
9. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Exaggerating a fundamental aspect of the product that is true, but only to a certain degree.
10. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Using graphs, charts, percentages and other “official” looking documentation to prove the viability of the product.
11. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ A famous or respected person endorses the product
12. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Projecting positive or negative qualities of one thing to the product.

Commercial Video

Directions: Watch the video in class and determine which strategy is being used. Some commercials use more than one strategy, but each commercial is aimed at one in particular. All strategies will be used once.

|  |  |  |  |
| --- | --- | --- | --- |
| **1** |  | **7** |  |
| **2** |  | **8** |  |
| **3** |  | **9** |  |
| **4** |  | **10** |  |
| **5** |  | **11** |  |
| **6** |  | **12** |  |

Marketing Strategies Homework

Watch TV. Yes, you get to watch TV! Identify FIVE commercials and the strategy they use, and write their slogan. If a logo is used draw a quick version of it. If there is a jingle check the box provided. Many commercials use multiple strategies. You can write down more than one strategy for a commercial. (If you do not have access to a TV, you may watch commercials on YouTube, or find print ads in a newspaper or magazine.) Using Youtube or TiVo where you can pause the commercial and watch it again is a great idea.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Commercial Product & Company | Strategy Used | Logo(Draw it) | Slogan | Jingle (check if used) |
| 1 |  |  |  |  |  |
| 2 |  |  |  |  |  |
| 3 |  |  |  |  |  |
| 4 |  |  |  |  |  |
| 5 |  |  |  |  |  |