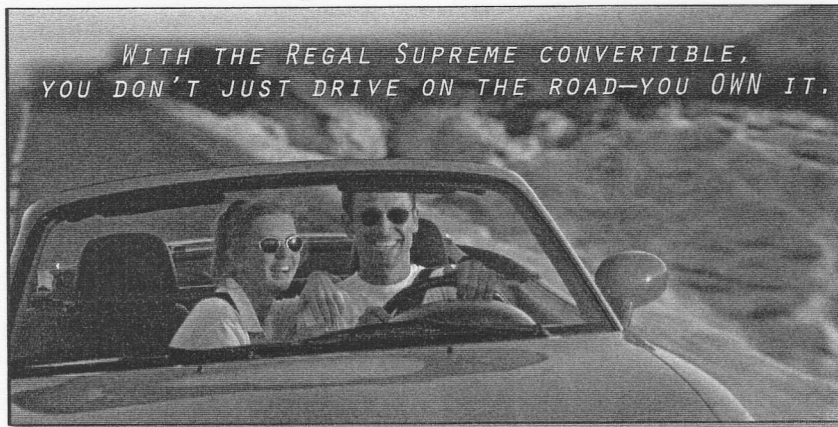


9. Sound affects, music, and songs are techniques that advertisers use to make their ads interesting and easy to remember. ()
10. Our egos make us want to look good in front of others. ()

Look at the adverts below & answer the following questions:

- What product/service does this company specialize in?
- Who is the target market for this ad?
- What type of emotional appeal does this ad use?
- Does the emotional appeal fit the product/service?
- Do you think this ad is effective? Why or why not?

Advertisement 1



Advertisement 2

