

# **PRODUCT DESIGN & MARKETING**

## **Advertising 2**

### ART OF PERSUASION

Read the following questions and note down your own ideas or answers. When you have finished, work with your partner and discuss your ideas. Are they similar?

a) Imagine you have to advertise an airline. Which point(s) would you emphasize or stress?

---

---

b) Look at the 3 airline advertisements  
Which is the best? Why?

---

Which is the worst? Why?

---

c) What are the most important qualities of a good advertisement?  
How are magazine/newspaper/internet advertisements different to TV/radio/movie commercials? With your partner, think of at least 5 different points in each column:

Newspaper/Magazine  
Internet

Both

TV/Radio/Movie

---

---

---

---

---