



test your advertising knowledge

answer key

In the space provided, write the letter of the advertising technique or appeal the statement represents.

- | | |
|------------------------------------|------------------------------|
| a) Join the gang | h) Negative option |
| b) Hero endorsement | i) Credit repair |
| c) Unfinished comparison | j) Numerical claims |
| d) Independence | k) Guarantees |
| e) "Get rich quick" | l) Bargain appeals |
| f) Exploiting fears and misgivings | m) Scientific claims |
| g) Physical attraction appeal | n) Catch phrases and slogans |

- h Return this card today and begin receiving three CDs every month. If, at any time, you decide you don't want a CD, just return it within ten days.
- d If you're the type of person who can think and act for yourself, drive one of our cars and you'll be convinced you can't buy a smoother ride.
- k We promise your new battery will last a lifetime, or your money back.
- c This detergent works better on grease and stains.
- j Three-out-of-four dentists recommend this toothpaste.
- a Everyone else is using this product. Why aren't you?
- l At this price for a limited time only! So buy now, because you won't see a value like this again.
- m After years of research by leading physicians, we've formulated a pill that, taken one hour before each meal, allows you to eat anything you want without gaining weight.
- n You find yourself unconsciously singing the tune to the commercial.
- b If Mr./Ms. Famous Athlete wears this type of underwear, shouldn't you?
- g Just one spray of our cologne, and you'll never have to spend another Saturday alone!
- e Work in your home, part-time, and earn up to \$10,000 per week.
- i No matter how bad your credit is, for one small fee, we can help you get that car or van you've always wanted.
- f Our complete-at-home course, which comes with a supplemental videotape and a workbook, is designed to increase your chances of getting better grades regardless of the subject.

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Answer each of the following questions in the space provided.

- 15.** Explain and give an example of the “bait and switch” advertising technique.
Designed to get you into the store by advertising a bargain. Once you’re in the store, you’re told the item is unavailable. Then you’re shown a similar item of higher quality that costs more.
- 16.** Explain and give an example of the “supermarket special” advertising technique.
Advertisement of products that aren’t in stock, or aren’t readily available to consumers at the advertised price.
- 17.** Explain and give an example of an advertisement that uses “scientific claims.”
Claims of “scientific proof” that are made without the substantiation required by law.
- 18.** Explain and give an example of an advertisement that uses “bargain appeals.”
Plays on human tendency to want a bargain. Lots of so-called “bargains” aren’t really bargains at all.
- 19.** List three ways to spot program-length commercials.
Look for commercials that are similar to the program content.

Check for sponsor identification.

Be wary of programs where one product is represented as “better” than others.
- 20.** List two things you can do to protect yourself if you buy something from a program-length commercial.
Use a credit card to pay for the item.

Order or pay by mail.



lesson ten quiz: the influence of advertising *answer key*

true-false

1. t An “unfinished comparison” in an advertisement provides consumers with incomplete information.
2. t Out-of-stock advertised specials are considered to be an unethical technique.
3. t Credit repair service advertisements may be misleading due to the promises made to consumers in credit trouble.
4. f An infomercial is a type of “bait and switch.”
5. f Comments from buyers of a product in a commercial usually provide useful information.

multiple choice

6. D Advertisements using a well-known person are examples of the _____ advertising technique.
A. peer approval
B. unfinished comparison
C. status
D. endorsement
7. D Books, tapes, and music CDs are commonly sold using:
A. a perceptual contrast
B. numerical claims
C. unfinished comparisons
D. a negative option
8. B _____ would be an example of an unethical action.
A. An infomercial
B. An out-of-context quote
C. An offer to work at home
D. Comparison pricing in an advertisement
9. C A program-length commercial is commonly called:
A. “bait and switch”
B. a perceptual contrast
C. an infomercial
D. an action guarantee
10. A The most useful information in an advertisement would be:
A. the price
B. comments from production users
C. a list of product accessories
D. an endorsement from a well-known person

case application

Recent television programs and commercials have provided information on a new method of cooking to save money, reduce fat, and improve the flavor. This cooking equipment seems to be quite good. What actions should a person take before spending money on this type of product? *Before making such a purchase, several types of research should be conducted. Contact local or state consumer agencies to determine if there are complaints against the company. Talk to others who have purchased this item or similar products. Conduct library research or an internet search to gather additional information.*