

Identifying Advertising Strategies Answer Key

Name: _____ Date: _____

Directions: The five advertisements use a variety of strategies to sell their products. Place an X in the box if that strategy is used by that company. You may choose a maximum of three strategies.

Commercials	Strategies					
Company	Famous People	Experts	Ordinary People	Music, Sounds Effects, Images and Color	Funny or emotional story	Words and Claims
CocaCola			X		X	
Nike	X				X	
Air Pods			X	X	X	
Tesla			X	X	X	
Resolve					X	X

Write a short paragraph explaining which of these commercials is your favorite.