

## Identifying Advertising Strategies Questions

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						
Nike						
Air Pods						
Tesla						
Resolve						

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