

Advertising Vocabulary

Across

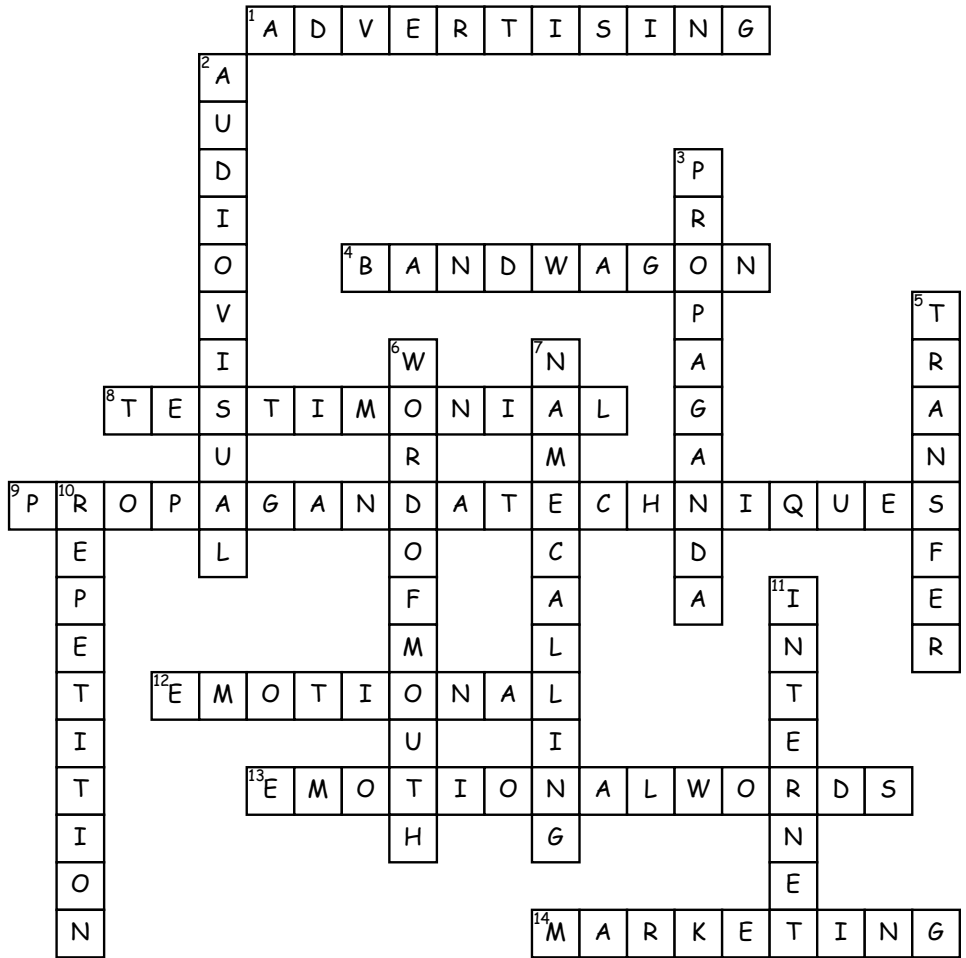
1. The act or practice of calling public attention to one's product, service, need, etc., especially by paid announcements in newspapers and magazines, over radio or television, on billboards, etc.

4. Advertising appeal that convinces the public to use a product because everyone else is doing it

8. Using the words of a famous person to persuade.

9. The methods and approaches used to spread ideas that further a cause - a political, commercial, religious, or civil cause.

12. Advertising appeal that uses words like comfort, security, and satisfaction to appeal to a consumer's feelings and move them to buy a product.



13. Words that will make you feel strongly about someone or something.

14. The act of buying or selling in a market.

Down

2. Advertising appeal that includes the television and the radio.

3. A general appeal to emotion, not intellect

5. Using the names or pictures of famous people but not using direct quotes.

6. Advertising appeal that gives the company an immediate rapport with the consumer because the information is coming from a source that they trust or relate to easily

7. This techniques consists of attaching a negative label to a person or a thing.

10. When the product name is repeated at least four times.

11. It is a more recent form of advertising appeals because it uses websites to promote the benefits of a product

