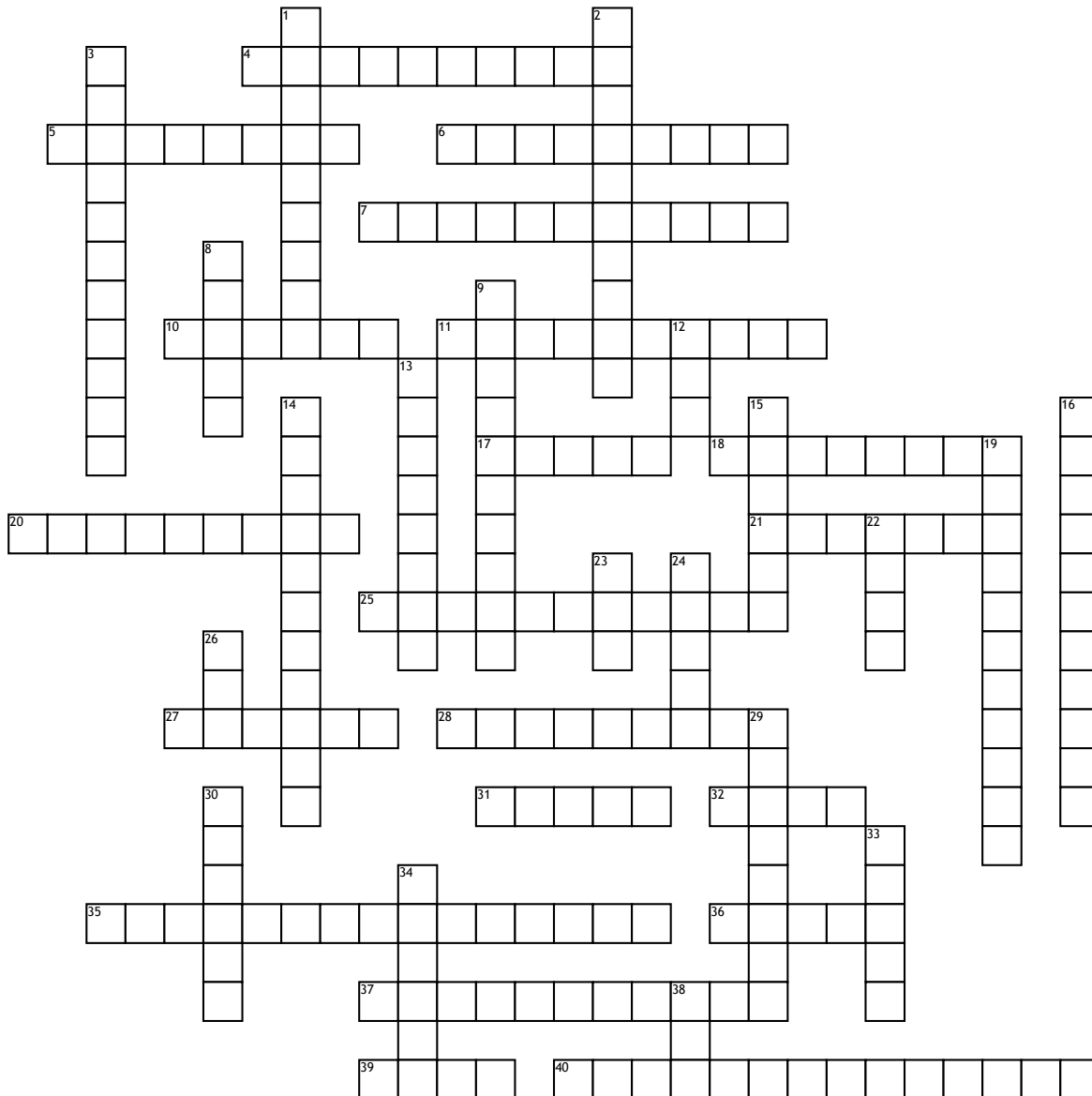


ADVERTISING



Across

4. Language in an ad that is intended to qualify a claim
 5. Someone who buys and uses products and services.
 6. A product's outer wrapping and the other information distributed with it
 7. a tool used to get people's attention and to get people to do, buy, or believe something
 10. a group of people to whom advertising is directed
 11. Showing a product or service as a solution for something people worry about (2 words)
 17. Make America great again
 18. The technique of portraying a product or services as something that consumers need to be happy (2 words)
 20. The process of distributing ads.
 21. Oh yeah
 25. referring to popular values or showing popular images in an ad, so that consumers will transfer their good feelings about the image or value to the advertised product.
 27. The part of the ad that tells consumers what to do.
 28. I'm loving it
 31. We got the meat
 32. Just do it
 35. Advertising that appears inside stores, including signs on the shelves or at checkout. (3 words)
 36. information about how a product or service works, what it contains, or what benefits it provides

37. Offering the chance to win a prize or a gift to make consumers more interested in a product.

39. Using superlatives to get consumers excited about a product.

40. Examples of this technique include percent off sales, use of descriptors such as "low," and "buy one, get one free" (2 words)

Down

1. Paying a fee for the right to use an entertainment character as a part of advertising
 2. this type of advertising is based on what sites the users of that computer have visited
 3. when a business pays to get its name used in connection with an event
 8. The personality of a product or company that is created through its advertising and marketing.
 9. The technique of reiterating a message or idea so consumers remember it.
 12. Television and radio stations often air these for free.
 13. The snack that smiles back
 14. The advertiser's perspective on and opinions about the product or service being advertised (3 words)
 15. America runs on this
 16. using images and sounds to attract customers (2 words)
 19. When a celebrity talks about his or her own experience with a product

22. A symbol or graphic design that identifies a product or company

23. Every kiss begins with this

24. marketing technique that is intended to be spread from person to person via social networks

26. America's consumer protection agency

29. Taste the rainbow

30. The quicker picker upper

33. Making consumers laugh to catch their attention

34. Eat fresh

38. Finger lickin' Good