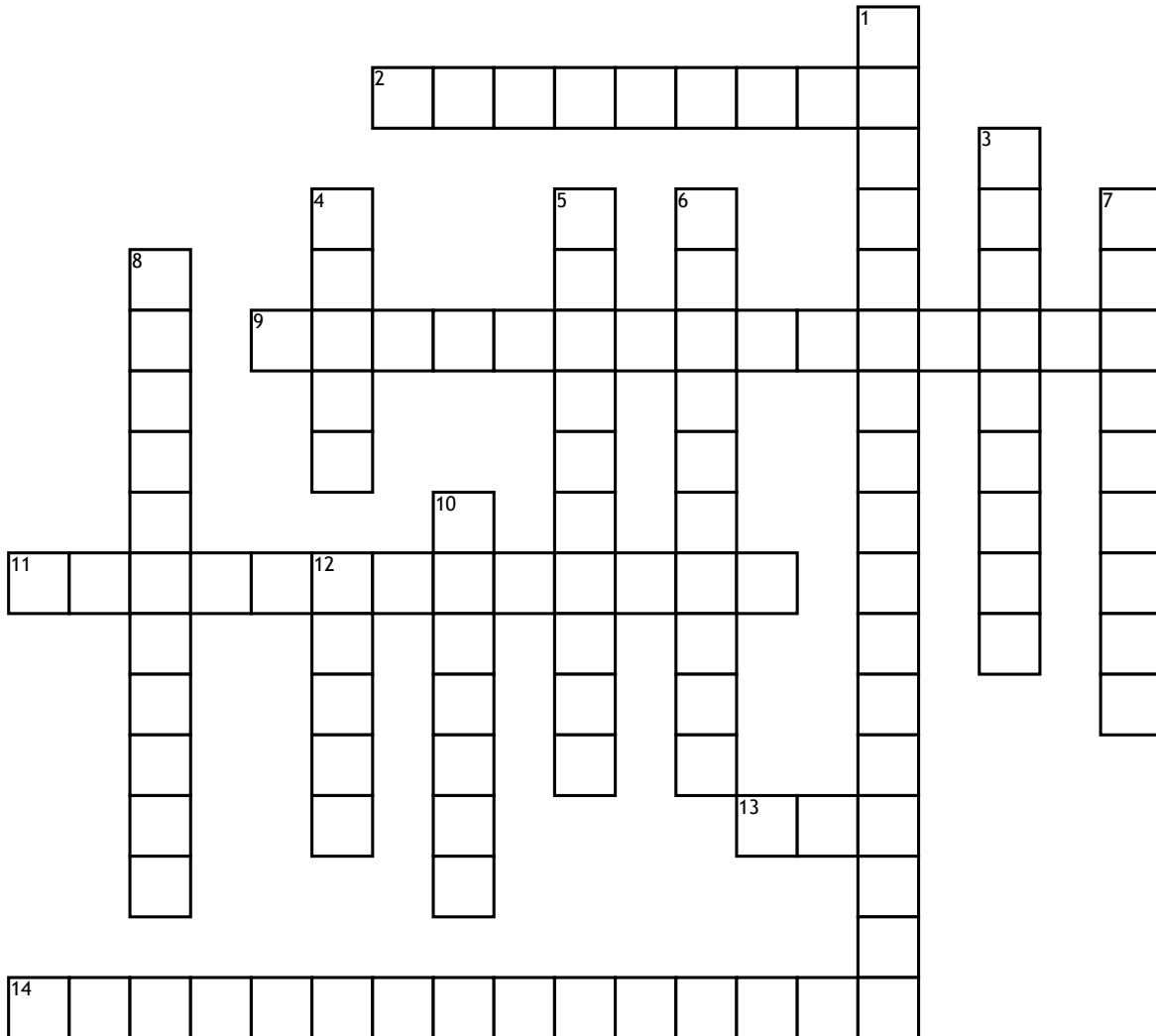


Name: \_\_\_\_\_

Date: \_\_\_\_\_

# Advertising



## Across

- 2. do what everyone else is doing; buy what everyone is buying
- 9. product touches your heart, or makes you sad, scared
- 11. a product is shown being used
- 13. a commercial for the good and health of the community
- 14. ad has statistics, results of surveys or studies; may include percentages

## Down

- 1. statements in the commercial sound like facts, but they are not; no proof or data
- 3. the product or service is associated with a certain group or a certain way of living
- 4. a commercial makes you laugh a lot
- 5. there is singing and/or dancing; may have elaborate sets or costumes
- 6. ordinary everyday people use the product

- 7. a commercial encouraging you to vote for someone or something
- 8. real people who have used the product or service tell how great it has been for them
- 10. time limit getting the product, or getting a sale; makes you feel pressure to buy quickly
- 12. a commercial encouraging you to buy a good or service