

Name: _____

Date: _____

Advertising

H M S M E X P F B F V F L N X I M O A V Z B L E
L E Z O T R E H L A X V C O N S U M E R Q A G N
S L C M R Y V S E B N G O F G D R S O W Y B I D
U O W R H A N I Y P N D Z V D J W F O A R X L O
T B Y A E R G I O T D A W Y V E D C S W M D A R
E R Q P T T K T A Y I U G A N N V S A S E L A S
V E K P O G N O G A N R B O G O Q R L L K G O E
E P F E R V W G B L Y O B V L O V I I H Y N W M
C Y M A I N X Y L Y G O I E A S N C E Y T O J E
N H D L C A V Q G D K U M B L W I P N B H I P N
E L I S A U G D B H X V M L M E S A C W I T H T
I A B R L J S N F M L I G K K G C D E G L I X C
D U B M Q J N X Z O S W A D G L I E N L I T H F
U S R F U R M H G N M A R K E T I N G R C E R V
A I A A E E I O P N J X X D M Z E H L N M P J I
T V N M S Q U N D M V Q G U H S H C B H Z E J S
E W D Y T V B K R C K F J S H G I V X B S R M F
G N I R I X Q V F B Q G Y H H D D L X Q W D L V
R W N P O H G D B M M Z H G I V Q B O S R E F A
A K G L N I D R M N Z N L K K Y A U T B Y S S R
T I I I M P E R A T I V E A D L Z Y Z P M C K Z
Q S E P Y T O E R E T S R E D N E G R Y S Y W Y
Y U G E N D E R N E U T R A L J E L G N I J S A
X O C V X R X Z K D B N N L H S K Y D Z T B C A

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|---------------------|--------------------|------------------|-----------------|
| rhetorical question | gender stereotypes | visual hyperbole | target audience |
| gender neutral | endorsement | repetition | imperative |
| marketing | bandwagon | celebrity | symbolism |
| branding | salience | consumer | appeals |
| jingle | slogan | sales | logo |