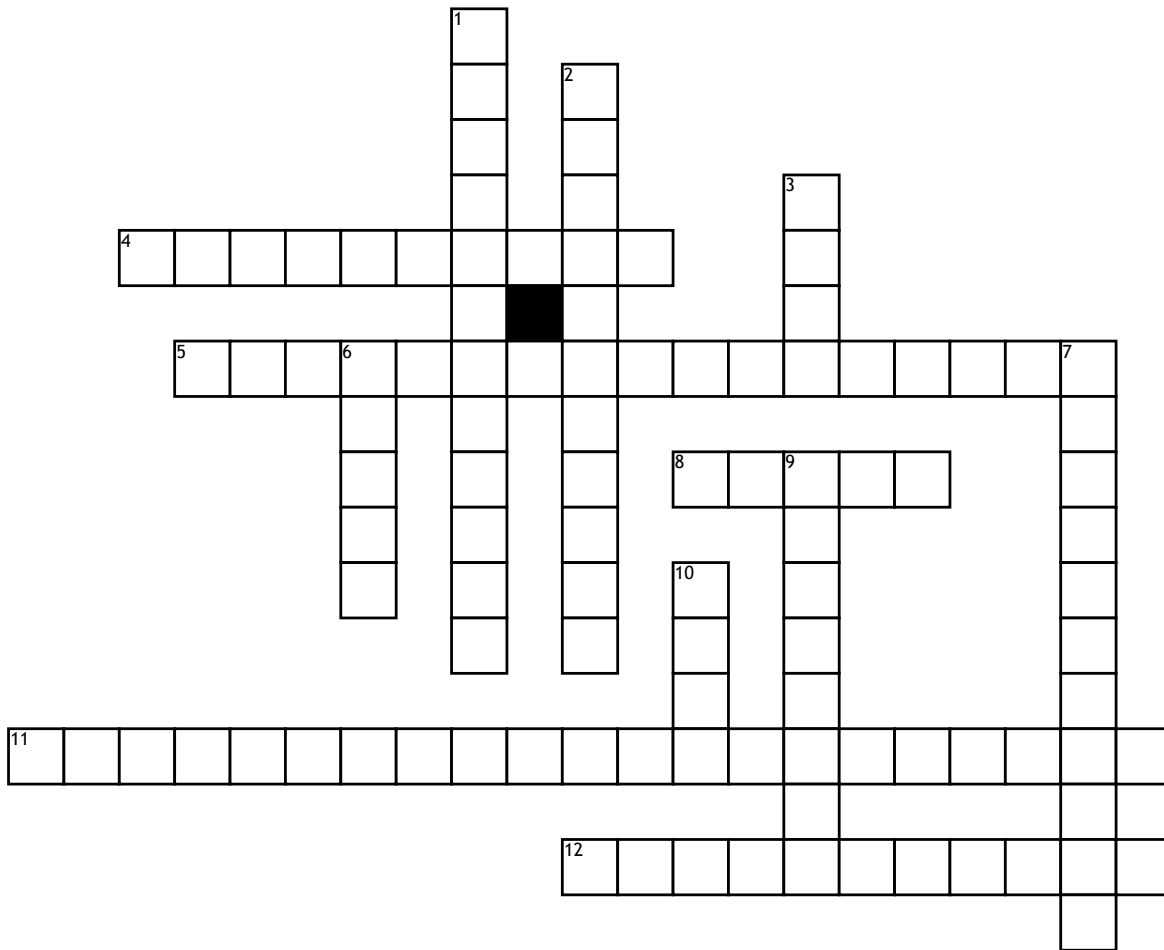


Name: \_\_\_\_\_

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

# Advertising Strategies



## Across

4. Pizza, Pizza! at Little Caesars

5. Drink Pomegranate juice to cheat death.

8. What is the easiest strategy to use?

11. The newest Angry Birds game

12. Burger King says, "Eat our fries, they have less fat."

## Down

1. Get those Nikes before they are all sold out.

2. Words like Patriotism to transfer your good feelings to the product.

3. McDonald's Monopoly game uses this

6. Take Pepto Bismal to feel better fast.

7. Tayler Swift for Diet Coke

9. Giving a prize on Facebook to the first 1,000 people.

10. Smoking kills people commercial