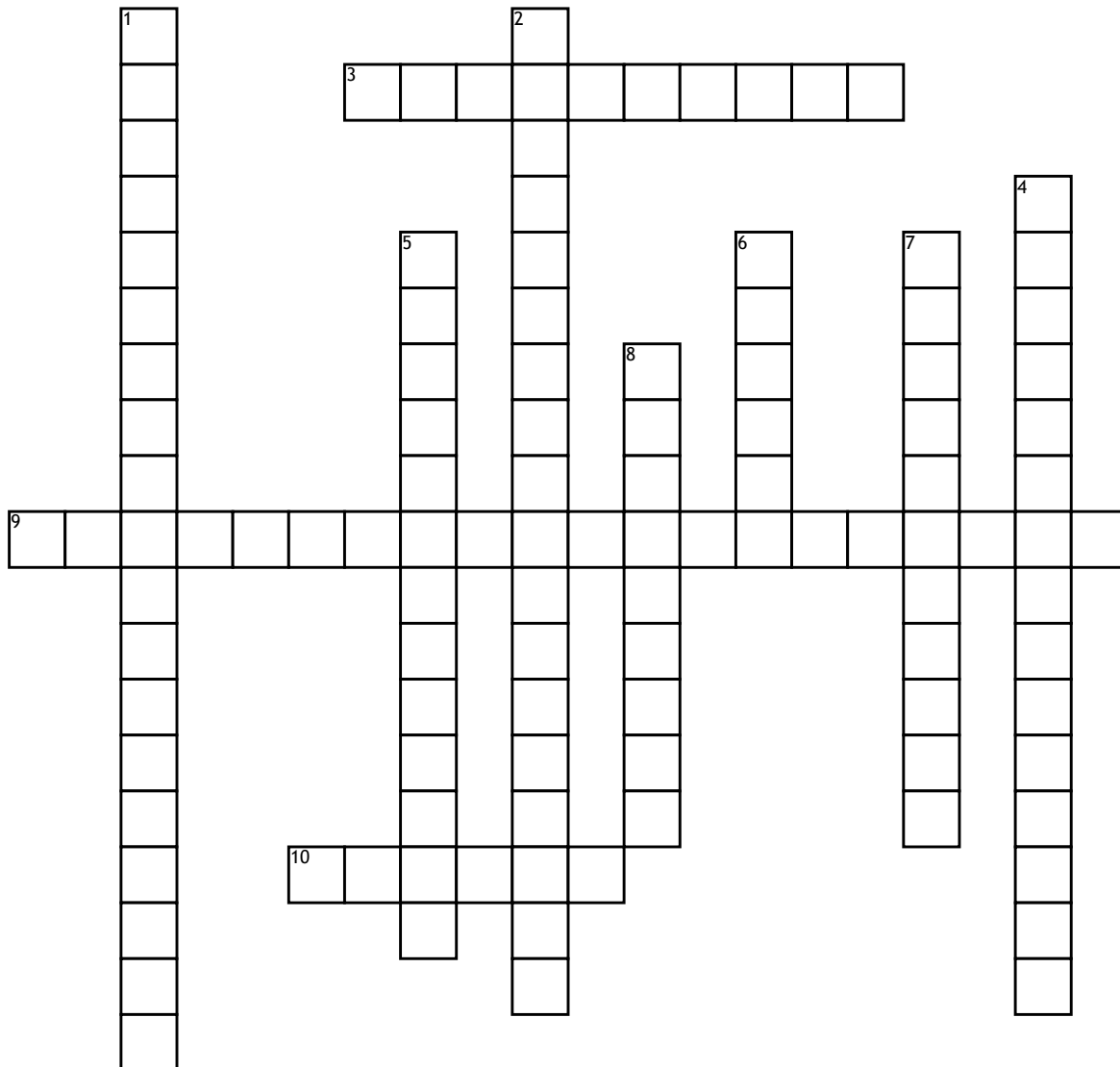


Advertising techniques



Across

3. a word or phrase that is used over and over again.
 9. an advertisement that uses a celebrity to promote their product.
 10. a brief phrase that is connected to a product or service.

Down

1. questions that don't need to be answered, but are used for effect.
 2. words that are used to convince a consumer to buy a product.
 4. language or images that make people feel emotions about a product or service.
 5. the view of a person that is knowledgeable in their field.
 6. irony, pun or jokes used to attract attention and help people remember an advertisement
 7. the recommendation of someone that has used the product or service.
 8. marketing campaigns that try to convince consumers to buy a product because other people are. Uses FOMO.