When companies advertise products, it is for a particular age group. This is called target marketing. They use certain words and pictures or even music to **lure** you into thinking you absolutely need to buy their item.

Instructions: Can you identify which target market each of the following products aimed at?

- **LURE**
  
  To tempt a person into buying or wanting something.

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**e.g.**

- Babies

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**Babies**

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There are eight types of advertising techniques, can you find out and write what they mean?

1. Bandwagon

2. Fear

3. Conflict

4. Shock

5. Endorsement/Celebrity

6. Anti-ad

7. Association

Parent’s/Guardian’s signature