

WORKSHEET 17

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.

LURE

To tempt a person into buying or wanting something.

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



Babies

e.g.



.....



.....



.....

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.....