ADVERTISING AND CONSUMER DECISION-MAKING

Suggested Activities and Questions

Lesson Supplement II

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1. Select several ads representing various advertising appeals. Indicate the appeal in each.

2. Analyze several ads of goods that you are planning to buy. In what way is advertising effective or ineffective?

3. Aside from persuading us to buy this or that, to what extent do you think advertising molds our habits and attitudes? Do you think you would be a different person if you had not been influenced by advertising? If so, in what way.

4. (a) From four or five magazines or newspapers make a list of all the high sounding titles and terms used in advertising products. This list should include meaningless, but attractive slogans and/or terms.

   (b) After listing these terms, analyze their truthfulness, their intent, usefulness, from the point of view of the buyer.

5. Illustrate good and poor advertisements by bringing ads to analyze and discuss.

6. In a magazine or newspaper in your home find advertisements that contain appeals to (1) health (2) beauty (3) economy --other?

7. Investigate and evaluate various types and sources of information in addition to advertising, such as; sales people, business, government, or other, that you would use to purchase (e.g., a major piece of furniture) --role play.

8. List the last 5 items you purchased. After each item note what influenced your decision to buy the item. Could you have made a better choice? Why?

9. Discuss what comments, complaints or problems the consumer might discuss with a sales person, a buyer, store manager, Better Business Bureau, Chamber of Commerce, Attorney General's Office, Legal Aid Society, Post Office Department.

10. Have you ever reported a misleading advertisement? To whom did you report?

11. Do you think consumers can help control advertising? How?

12. Select two advertisements of similar products, one giving few or no specific facts and the other containing several facts. List for each advertisement the facts that are given with regard to the product. If none are given, indicate accordingly. If it is impossible to find 2 advertisements of similar products, select advertisements of different products and then complete the same work.
QUIZ IDEA

Frequent updating, deletions and additions will be necessary. This activity can be used before or during the discussion.

ADVERTISING SLOGANS
(with key)

How effective is advertising? Let's play memory. Repetition of an idea or name comes to mean a particular item to the consumer. Read these mottoes, slogans, or boasts. How many can you identify?

1. Brought to you in living color (TV - NBC)
2. Covers the world (Sherman William Paints)
3. Hoover (Vacuum cleaner)
4. Kodak (Camera - Eastman)
5. "You've come a long way baby!" (Virginia Slim Cigarettes)
6. (Winston) tastes good like a (cigarette) should.
7. Progress is our most important product. (General Electric)
8. 99 44/100 pure (Ivory)
9. (Pepsi), for those who think young.
10. Better light, better sight (2Es Lamps)
11. Only her hair dresser knows for sure. (Clairol)
12. Let your fingers do the walking. (Yellow Pages)
13. Long distance is the next best thing to being there. (Bell Telephone)
14. You can take (Salem) out of the country but you can't take the country out of (Salem).
15. Come to the (Marlboro) country.
16. Look ma, no cavities! (Crest Tooth Paste)
17. Things go better with (Coke).
18. For those who give only the best. (Hallmark)

Add some of your own!!
ADVERTISING CHECK SHEET

Collect ads that illustrate different types of appeals. What do the ads you have collected tell you? Check a few carefully, fact for fact.

<table>
<thead>
<tr>
<th>Specific facts</th>
<th>Attention-getting devices and trade puffs</th>
<th>Misleading statements or implications, if any</th>
</tr>
</thead>
<tbody>
<tr>
<td>In this column list every item that tells you something specific about the goods, maker, brand, address, price, definite quantity, real quality, use, care, etc.</td>
<td>List your items that only get your attention, meaningless adjectives, color, etc.</td>
<td>List sly deceptions, ridiculous prices, etc.</td>
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Suggestion for evaluation -
Prepare copies in County office

EVALUATION FORM FOR LEADERS

(We would appreciate an evaluation sheet each time you teach this program to a group)

1. Where and when did you teach this lesson? ______________________________________

2. Were the participants members of:
   (a) An organized group? ____________
       (Give name and type) _________________________________________________________
   (b) An informal group? ____________ If so, how did they happen to participate in this program?
       ___________________________________________________________________________

3. How long was the session? _______________________________________________________

4. Did you teach all parts of the lesson? ____________ If not, what parts were omitted?
   _____________________________________________________________________________
   Why? __________________________________________________________________________

   Did you make any significant changes? ____________ What were they? _________________

5. Did the participants do all the activities suggested? ____________ If not, which ones were
   omitted? _________________________________________________________________________
   Why? __________________________________________________________________________

6. Did you have any questions you could not answer? ____________ Were the questions the
   result of interest, or did the participants find that part difficult to understand? Interest
   ______________________________________________________________________________
   Difficult _________________________________________________________________________

7. Additional Comments: ____________________________________________________________________
__________________________________________________________________________________
Pre-Test

WHAT DO THESE ADS TELL YOU?

You are being "sold" a product or a company. Check (√) in the appropriate column or columns the "method technique (s)" the advertiser is using in his effort to reach you.

Ads are identified by number.

<table>
<thead>
<tr>
<th>Ad Number</th>
<th>Emotional Appeal</th>
<th>Product Difference</th>
<th>Company Image</th>
<th>Manipulate &amp;/or Motivate</th>
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