

## Advertising Strategies Checklist

Strategy	Yes	No
Does a famous person claim they use the product or claim that the product is good?		
Uses a catchy slogan		
Uses music or a theme song		
Emotions (Does the ad make you feel happy, sad, think of something special?)		
Cute character or mascot (e.g. the toucan bird used to represent the Froot Loops cereal.)		
Is the advertisement selling a lifestyle? (e.g. You will be healthier if you use this product.)		