

Advertising Strategies Checklist

Strategy	Yes (provide an example)	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?		

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Emotions (Does the ad make you feel happy, sad, or 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.)		