

Name _____



Ad Tactics Match

Directions: Read each advertisement passage carefully. Notice the words, tone, and style the advertiser uses to persuade the audience. Match each ad with the persuasive technique (A-E) it most strongly demonstrates. Write the letter of the technique next to the ad.

- A. **Repetition** - Repeats words or phrases to make them stick.
- B. **Glittering Generalities** - Uses vague, positive words like "best," "amazing," or "ultimate."
- C. **Emotional Appeal** - Appeals to feelings like fear, happiness, or pride.
- D. **Bandwagon** - Suggests everyone is doing it, so you should too.
- E. **Testimonial** - Uses a famous person or satisfied customer to endorse a product.

_____ 1. Join the *WaveFit Fitness App*—already used by over two million people worldwide! Every day more people are discovering how easy it is to stay healthy with WaveFit. Don't miss out—be part of the movement that's changing lives everywhere.

_____ 2. "Ever since I switched to SmileBright toothpaste, I can't stop smiling," says actor Jordan Lee. Dentists agree that SmileBright keeps teeth cleaner and whiter longer. Try it today and get the smile you deserve!

_____ 3. Every child deserves a warm bed and safe shelter. By donating to *Hope Homes*, you bring comfort, security, and love to children in need. Help us give them a brighter tomorrow—your kindness changes lives.

_____ 4. MegaMall is *big, big, BIG!* Bigger savings, bigger stores, and bigger fun for the whole family. Don't miss the biggest shopping weekend of the year. MegaMall means BIG!

_____ 5. SunSplash Soda—the ultimate refreshment! Crisp, cool, and absolutely amazing. With a taste like no other, SunSplash is the best drink for every occasion. Treat yourself to perfection in a bottle.