

Advertising Techniques

Fun/Relaxation Appeal	Popularity Appeal	The "Deal" Appeal	Product	brand
Romance/Sex Appeal	Demonstrations	Implied Message	Subliminal Messages	marquee
Celebrity Endorsements	Comparison Tests and Opinion Polls	FREE	billboards	AD
Maturity/Sophistication Appeal	Scientific Evidence	Ad Placement	Venue	exaggerate
Bandwagon Appeal	Voice of Authority	Stated Message	Sponsors	deceive

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Bandwagon Appeal	Demonstrations	Implied Message	billboards	brand
Maturity/Sophistication Appeal	Comparison Tests and Opinion Polls	The "Deal" Appeal	Subliminal Messages	exaggerate
Celebrity Endorsements	Scientific Evidence	FREE	Venue	marquee
Romance/Sex Appeal	Popularity Appeal	Stated Message	Product	AD
Fun/Relaxation Appeal	Voice of Authority	Target Market	Sponsors	deceive

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Celebrity Endorsements	Popularity Appeal	Ad Placement	Product	AD
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