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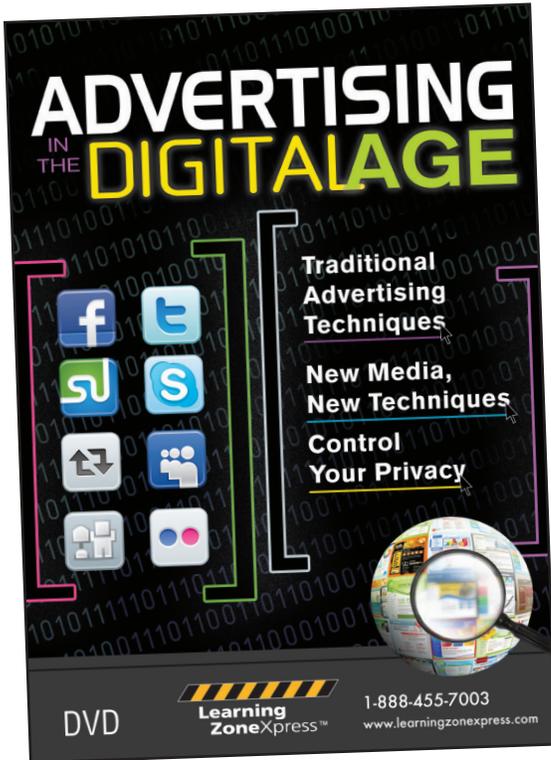
VIDEO WORKSHEET

Review:

After watching “Advertising in the Digital Age”, answer the following questions.

1. Draw a line from the traditional advertising technique to the example representative of that technique.

- | | |
|---|---|
| <ul style="list-style-type: none">A. BandwagonB. Celebrity endorsementC. UrgencyD. It will make you happyE. ExclusiveF. Everyday peopleG. Facts & figuresH. Emotional appealI. Makes us laugh | <ul style="list-style-type: none">1. A 24-hour deal on Groupon2. Everyone using the product is happy3. “If Kristen Stewart wears TOMS shoes, TOMS must be cool”4. “If I have an iPhone, I’m in the club”5. “If 47 of my friends like this brand of car, I’ll like it too”6. “If I buy these clothes, I’ll be helping people around the world”7. “This car gets great gas mileage”8. Ad or commercial uses humor to catch your attention9. “Mike Rowe from Dirty Jobs drives a Ford truck, he’s a down-to-earth guy. I should drive a Ford truck too.” |
|---|---|



ANSWER KEY

1. Draw a line from the traditional advertising technique to the example representative of that technique.

- | | |
|---------------------------|--|
| A. Bandwagon | 1. A 24-hour deal on Groupon |
| B. Celebrity endorsement | 2. Everyone using the product is happy |
| C. Urgency | 3. "If Kristen Stewart wears TOMS shoes, TOMS must be cool" |
| D. It will make you happy | 4. "If I have an iPhone, I'm in the club" |
| E. Exclusive | 5. "If 47 of my friends like this brand of car, I'll like it too" |
| F. Everyday people | 6. "If I buy these clothes, I'll be helping people around the world" |
| G. Facts & figures | 7. "This car gets great gas mileage" |
| H. Emotional appeal | 8. Ad or commercial uses humor to catch your attention |
| I. Makes us laugh | 9. "Mike Rowe from Dirty Jobs drives a Ford truck, he's a down-to-earth guy. I should drive a Ford truck too." |

2. What was advertising like 25 to 30 years ago? How is advertising different today?

Brands could just announce their existence in the past. It was a quieter time with fewer channels on TV, a couple popular radio stations, and magazines. This is how brands reached people in the past.

Now, things are wide open and there isn't a right or wrong way of advertising. Now advertising is generally a combination of both old and new techniques. Brands are using dialogue to create relationships with customers through the use of social media.

3. What sort of approach do advertisers take now that people have built up a resistance to "loud" advertisements?

Approaches to advertising are targeted and customized to the user. Advertising is now participatory in nature. Instead of talking at somebody, advertisers are talking with customers.

4. Where are smart advertisers finding new customers?

Web video streaming sites (like Netflix or Hulu), internet news sources, podcasts, digital magazines, social media sites, apps

5. How do targeted ads know so much about you?

Targeted ads are based on demographics or information you enter when you create an account somewhere. These ads also may take into consideration your interests entered on social media sites or your search history.

6. Why should you consider controlling what you post on social media sites?

There is really no way to take back what you post. Don't think that any text, email, picture, or status you post can be deleted – assume that it's there forever.

7. What are three tips to consider before buying something online?

- 1. Check out the reputation of a company**
- 2. Compare prices and services**
- 3. Don't rely on ads for all the facts**

8. How might targeted ads be helpful?

When you are doing a web search, sometimes the paid ads are more helpful than the organic search results if you are shopping or looking for something local.

