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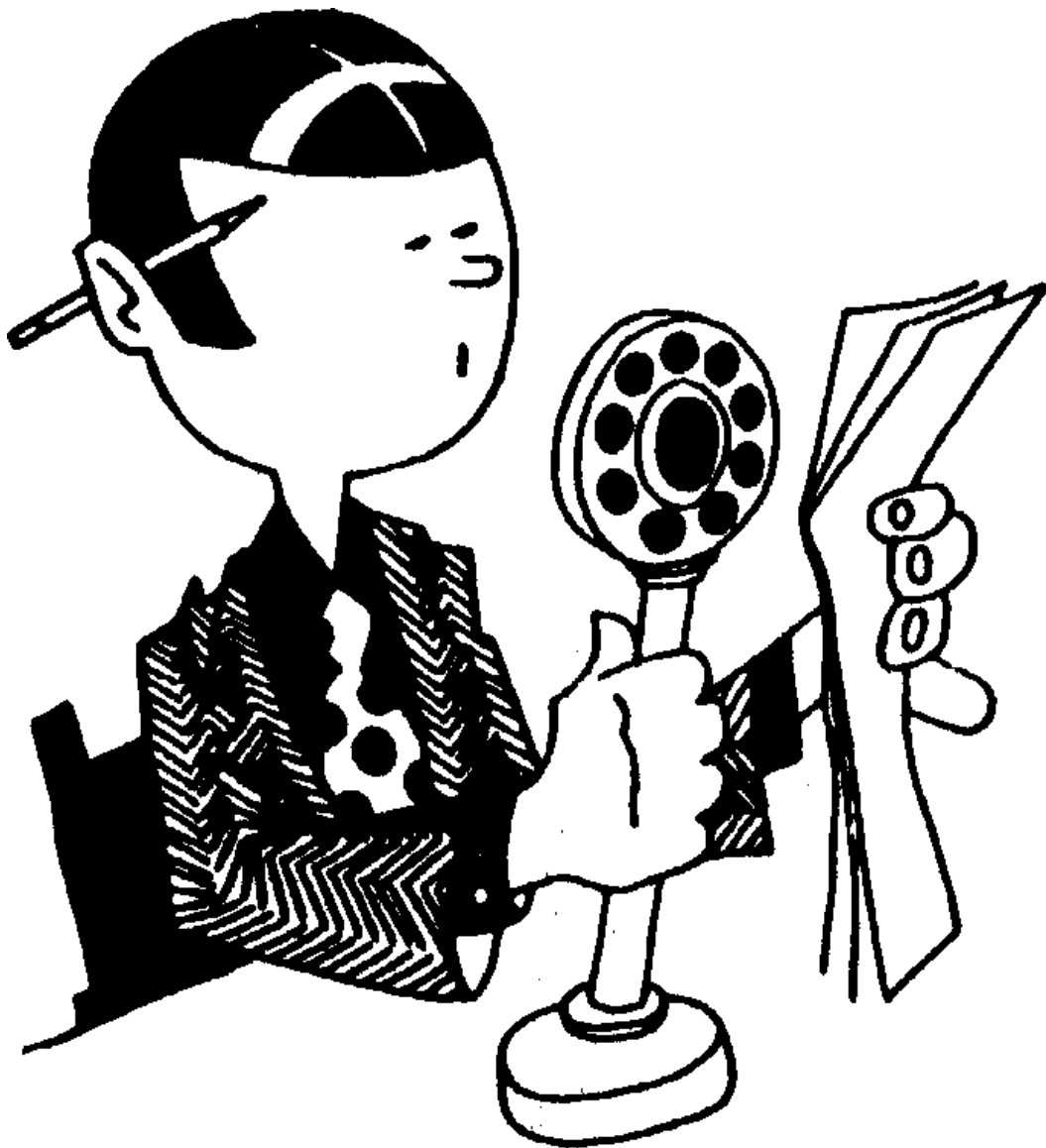
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Advertising Game

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# The Advertising Game

Grade 5 & Up



Stevens & Shea Publishers, Inc.

## Introduction

The purpose of the Advertising Game is to teach children the techniques that are used to manipulate buying habits. The student booklet is comprised of four parts: (1) Mini-text which explains some of the tricks that are used and contains some exercises; (2) Advertising Game 1 which teaches 5 commonly used techniques; (3) Advertising Game 2 which teaches another five techniques; (4) a workbook which provides four activities for the students to do at home.

Each game has a ten-question test. The games are comprised of 20 scripts containing examples of the advertising techniques. The students must identify these techniques to score points.

## Game Rules

The class is divided into ten teams. There should be at least three people per team.

Each team takes turns reading the scripts in Advertising Games 1 and 2. There are a total of 20 scripts in each game. Each game is played in two rounds. When a script is read, all of the teams must determine which technique is used.

There is an answer sheet provided for each game. The team with the most correct identifications is the winner.

## Scoring

To add excitement and encourage student involvement, we recommend that students vote on what they think is the correct answer. The majority will prevail. Teams voting with the majority will receive one point. Those who are not in the majority will have two points deducted from their score.

However, if a team wishes to challenge what they consider to be a wrong answer, they can ask the teacher to refer to the answer key. If the majority is wrong, they lose two points and the challenger receives two points. If the challengers are wrong, they lose an additional two points.

To add more excitement, the point value can be doubled or tripled at certain times. For example, when teams 3 and 7 read their scripts the point value can be doubled.

The teacher should keep track of the score on the blackboard.

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**Stevens & Shea Publishers, Inc.**

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# Advertising Game

# Answer Key

## Exercises in the mini-text

None of the statements are true.

### Advertising Game 1: Round A

1. Plain Folks
2. Bandwagon
3. Snobbery
4. Sex Appeal (a bit of snobbery, too)
5. Snobbery
6. Snobbery
7. Cheapie
8. Sex
9. Cheapie (Also Plain Folks)
10. Bandwagon (Also Cheapie)

### Advertising Game 1: Round B

1. Cheapie
2. Sex
3. Fun ("They taste good.")
4. Fun
5. Sex (This is the masculine appeal. Also, Plain Folks)
6. Cheapie
7. Bandwagon
8. Fun
9. Cheapie (Also includes Plain Folks and Fun)
10. Fun

### Advertising Game 2: Round A

1. Big Cheese (If the name is recognized)
2. Big Cheese
3. Slogans
4. Good Guy
5. Good Guy
6. Slogan
7. Emotional Words (It is difficult to differentiate between slogans and emotional words. "Proud Crowd" is a slogan and the word "proud" is an emotional word. This ad contains other words—velvet, luxurious, etc., which are supposed to appeal to you.)
8. Slogan (In this case and the one below the name of the product is a slogan.)
9. Slogan
10. Technical Words

### Advertising Game 2: Round B

1. Slogan
2. Emotional Words
3. Technical Words
4. Slogans
5. Big Cheese
6. Good Guy
7. Emotional Words
8. Good Guy
9. Emotional Words (You should buy the record because these famous groups, whose names pull at your heart strings, are on it. It is not Big Cheese because no big name is telling you to buy it.)
10. Emotional Words

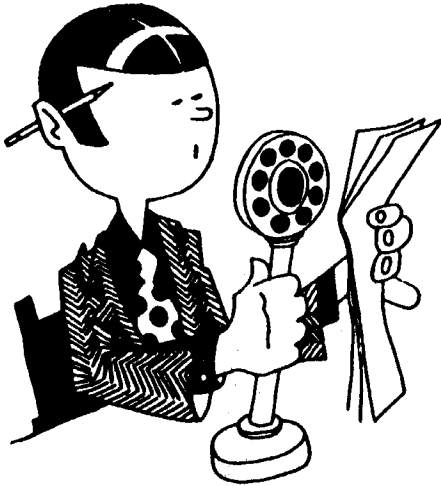
### Test: Advertising Game 1

1. Cheapie
2. Cheapie
3. Bandwagon
4. Bandwagon
5. Plain Folks
6. Sex
7. Snobbery
8. Cheapie
9. Snobbery
10. Plain Folks

### Test: Advertising Game 2

1. Technical Words
2. Slogans
3. Slogan
4. Emotional Words
5. Emotional Words
6. Big Cheese
7. Big Cheese
8. Emotional Words
9. Good Guy
10. Slogans

# The Advertising Game



How to avoid being  
fooled by trickery in  
advertising

### Introduction

This booklet will teach you about tricks that advertisers use to persuade you to buy their products. You may read and do the exercises in the booklet by yourself or with others in your class.

The booklet is divided into three parts. The first section is a brief explanation of how advertising works and some of the tricks that are used to get people to buy. The second and third parts have scripts of TV commercials that can be read alone or in small groups. You have to identify what techniques are being used to persuade people in each script. The first set of scripts uses five common techniques that are described at the beginning of the section. The second set of scripts describes five other techniques. There is a test following each section.

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- 15 Advertising Scripts
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All those ads you see in the newspaper, on TV, in magazines and on billboards have one purpose-to get people to buy things. Advertising is big business. In 1977, \$38 billion was spent trying to convince people to buy this product or that. That is a lot of money.

Another way of looking at the amount spent on advertising is how much is spent for each person. You, the consumer, pay for advertising in the end because it is included in the cost of the products you buy. TV, which you watch for free, is not really “free”; you are paying to watch it through the products you buy. Some of the money that you spend for a product goes to advertising which supports the TV stations. On the average \$177 was spent for each person in this country to sell everything from diapers to dentures.

## Trickery in ads

You have to be careful not to be tricked by advertisements. Even though there are laws which require that advertisers tell the truth, sometimes that truth is stretched in trying to convince consumers to buy a certain product.

Here are some tricks that have been uncovered by the Federal Trade Commission.

ALIBY OWENS FORD commercial demonstrated that their glass made for cars was distortion-free by showing a picture looking through the window of a car. They failed to mention that the window of the car through which they had taken the picture was rolled down.

In another commercial by the same company, their distortion-free glass was compared with another company’s glass. To increase the distortion in the other glass they smeared it with petroleum jelly.

MARY CARTER PAINTS advertised that if you bought one gallon you would get another free. They failed to mention that the price of the first gallon was actually the price of two gallons.

JOHNNY LIGHTNING race cars were seen in a commercial racing around the track, taking sharp corners at high speed. In actuality, the cars were not capable of such performance. The camera had been speeded up to give the impression that the cars were going faster than they really were.

REVCO STORES in Detroit and Cleveland advertised that their products were approved by something called the Consumer Protective Institute and had the CPI Seal of Approval. They did not mention that the Consumer Protective Institute existed only in the imagination of their ad agency.

A GERITOL commercial showed a man who was tired. He took Geritol and the next scene showed him dancing with his wife. The announcer promised that in only one day Geritol was in the bloodstream carrying strength and energy to every part of the body. The FTC discovered that only a small amount of iron from Geritol gets into the blood stream in 24 hours, and that only one person in ten suffered from iron deficiency.

REGIMEN TABLETS claimed to be so effective that you could reduce and still eat your favorite foods. This ad included a testimonial from a lady who claimed that she went from a size 16 to a size 12 and she ate whatever she liked, even desserts.

When the FTC took the company to court the lady testified that her statement in the ad wasn’t true. In reality, all she had eaten was black coffee, phenobarbital (a drug) and a thyroid extract.

These are only some of the examples of companies that have been caught telling people less than the truth about their products in ads. The problem continues even though there are laws to protect consumers.

The only way to be constantly protected from false advertising is by the consumer knowing the tricks that are used in advertising.

## How Words Are Used To Trick You

Under Federal law advertisers cannot make false or misleading claims about their products. However, advertisers often 'imply' that their product can do certain things without really saying it.

For example, "Buy Munchie Crunchies. Munchie Crunchies taste great. Keep your family healthy and happy. Buy Munchie Crunchies." The ad does not say directly that the product will keep your family healthy and happy, but you definitely get that impression.

There are a number of tricks with words that are used to fool the consumer. You should know what they are.

### Trick #1

In the Munchie Crunchie example above, a sentence which makes the claim but does not mention the product is dropped between two sentences that mention the product.

### Trick #2

Using statements like 'hospital tested' or doctor tested'. These statements give the impression that it is good because it has been tested. The tests might have shown that the product does not work, but they don't tell you that.

### Trick #3

Using the incomplete comparison. In this case the product is compared with something that is not mentioned. "Ace gives you a whiter wash." Of course it will, if you compare it with washing with mud.

### Trick #4

Using hedge words like 'may'. "Smoke Kiss-Of-Death cigarettes. You may enjoy them more." Then again, you just might not.

### Trick #5

Using incomplete statistics. For example, 'Six out of ten kids love Melted Malties.' What they may not mention is that in their survey they discovered that even though six of ten loved Malties, all of them actually preferred another brand.

### Trick #6

Using the negative question. "Don't you want to be the most popular kid on the block? Buy a Skooter Rooter." The question suggests a 'yes' answer. Maybe you don't want to be the most popular kid on the block, and will a Skooter Rooter make you the most popular?

### Do you know the score?

Below are some ads. Each ad is followed by several statements. You decide whether the statements are true or false. Also try to figure out what advertising tricks are being used.

**1. Green Foam gives you a whiter wash. Never before could you get colors brighter and whites whiter.**

According to this ad:

- A. This product will give you a whiter wash than other detergents.
- B. This product will give you a cleaner wash than others.

**2. NEW! IMPROVED! Gives you better performance. The new Tony Dalby cassette recorder. You can't beat it for the price.**

According to this ad:

- A. This is the best cassette player you can buy.
- B. This is the most inexpensive player you can buy.
- C. This is better than any previous model.

**3. How do you spell relief? You spell it R-O-L-F. Rolf may ease that uncomfortable feeling that comes from acid indigestion.**

According to this ad:

- A. Rolf makes you feel better.
- B. Rolf makes your tummy ache disappear.

**4. For speedy relief, Use Care Aspirin. Hospital tests show that speedy Care Aspirin relieves most pains quickly.**

According to this ad:

- A. Care Aspirin relieves pain quickly.
- B. It has to be good because it has been tested in a hospital.

**5. Thousands of tests show that people who prefer good taste to fancy prices smoke Bilge cigarettes.**

According to this ad:

- A. Thousands of people prefer Bilge cigarettes.
- B. Bilge cigarettes are cheaper than other cigarettes.
- C. Bilge cigarettes taste better than other cigarettes.

**6. Do you want the best for your children? Buy Zappo Cereal, the tastiest treat around.**

According to this ad:

- A. Zappo is the best for your children.
- B. Zappo is the tastiest cereal around.
- C. Zappo is nutritious.

**7. Winkies taste good. Keep your children happy. Buy Winkies.**

According to this ad:

- A. Winkies will keep your children happy.
- B. Winkies taste good.

**8. Nutson's Milk is the greatest. Keep your family healthy. Buy Nutson's.**

According to this ad:

- A. Nutson's milk is better than any other.
- B. Nutson's will keep your family healthy.



## What's On TV

The purpose of this activity is to see if there is any difference in the number and kind of ads that appear at different hours of a typical week day. Record the number and kind of commercials. Generally, commercials are 30 to 60 seconds long.

The class or your team should select different stations and hours to watch. Use the chart below to record your information.

Compare the information collected. Are there any differences in the type of products advertised in different time periods and on different stations?

Add up the total amount of time spent on advertising during the one hour period. Does the amount of time or number of ads vary from station to station, time period to time period?

Hours Watched		Station	Show	Length of Ad	Product Advertised
Begin	End				

## What's The Best

Watch the car ads on TV. List the cars that are advertised and the reasons that are given by the ads for why people should buy them. Then, check ***Motor Trend***, ***Consumer Reports***, ***Popular Science***, or any similar magazine that rates new cars and see what they say is the best buy. How do their choices compare with what the ads tell you?

Car	Advertising Appeal

## Do A Survey

Ask people what they think is the best. List the products on the chart below. Also ask them how they know it is the best. Is it a product advertised on TV?

When you get a list for each category—you might also want to keep track of how many people select a particular product—check ***Consumer Reports*** to see what it says is the best buy.

<b>Orange Drink/ Juice</b>	
<b>Breakfast Cereal</b>	
<b>Toothpaste</b>	
<b>Car</b>	
<b>Deodorant</b>	

## Consumer Watchdog

Find what you think are the three most dishonest ads and note what you think is dishonest about them. Compare your list with others in the class. Is there any agreement about what is dishonest in advertising?

1. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Find what you think are the three best ads on TV and tell why. Compare your choices with others in the class.

1. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Find what you think are the three worst ads on TV. Again, compare your choices with others.

1. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Conduct a survey of others in the school and compile a list of the worst and best ads. See how the survey compares with your selections.

2. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

2. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

2. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

See how the survey compares with your selections.

## 1. JOIN THE BANDWAGON

**Definition:** This appeal is an attempt to make you want to do something because everybody else is doing it. According to this appeal, it doesn't make any difference if it's good or bad, you should do it or buy it because thousands of others or all of your friends have done it.

**Example:** Try Gooney Toothpaste. You will enjoy it like millions of others have.

## 2. JUST PLAIN FOLKS

**Definition:** You should do something or buy something because just average ordinary folks like you are doing or buying it.

**Example:** Come on down to the workingman's furniture store.

## 3. THE SNOB APPEAL

**Definition:** Just the reverse of the plain folks approach. This appeal makes you think that you can be just like the rich folks if you buy a certain product.

**Example:** Smoke Cough Ciggies like Reggie Butler III of Rolling Hills. (A picture shows Reggie sitting in a Rolls Royce in front of his mansion.)

## 4. SEX APPEAL AND FUN

**Definition:** In this approach you should do or buy something because it is fun to do. As you get older, part of having fun is being attractive to the opposite sex.

**Example:** Use Sweets Breath Freshener and get kissed again and again.

## 5. CHEAPIE/FREEBIE

**Definition:** You should buy or use something because it is very inexpensive or because you will get something for nothing. As a general rule in selling, nothing is ever free; the cost is just hidden.

**Example:** A going-out-of-business sale, where everything is "marked down 40%," after being marked up 30%.

## Directions for Classroom Use

The class is divided into ten teams. Each team takes turns reading the scripts. The other teams try to figure out what advertising tricks are being used. Use the score sheet below.

There are two rounds of play. Each team will read two scripts. Points will be awarded for correctly identifying the techniques that are used.

## Round A

### TEAM 1 \_\_\_\_\_

**1st Person:** Hi, I'm Joe Nomath and I want to introduce to you the latest from Puntington Peach Appliances.

**2nd Person:** Gee Whiz, Dad. What's that?

**3rd Person:** It's a marshmallow roaster.

**2nd Person:** Wow! Our very own marshmallow roaster.

**3rd Person:** I don't know how we ever got along without one.

**1st Person:** Another great appliance from Puntington Peach. I use one—why don't you?

### TEAM 2 \_\_\_\_\_

**1st Person:** Fantastic! Sprunce Kennell is setting a new Olympic Record. Look, here he's throwing the javelin 380 feet.

**2nd Person:** Yes sir, I trained many years for the Olympics and I've eaten Tweeties for many years. You want to be a champ like me, eat Tweeties.

**3rd Person:** Eat Tweeties, the Breakfast of Champions.

### TEAM 3 \_\_\_\_\_

**1st Person:** There's Henry. I think he's so neat, but he doesn't even look at me.

**2nd Person:** I didn't want to tell you Sally, but it's your breath. Your mouth smells like a sandwich that has been left in a locker for a week.

**1st Person:** Wow, really? What should I do?

**2nd Person:** Try Klarets.

**3rd Person:** Hi, Sally. I'm Henry.

**1st Person:** Wow!

**2nd Person:** If he kissed you once, he'll kiss you again.

### TEAM 4 \_\_\_\_\_

**1st Person:** The reason I'm floating in this balloon is to demonstrate "The Pump."

**2nd Person:** The pump uses no fluorocarbon spray. Thus it saves the ozone layer of the atmosphere.

**1st Person:** So, while you are protecting yourself against unwanted odors with "The Pump," you are also protecting the environment.

**3rd Person:** Buy the Pump. Protect the environment.

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## TEAM 5

**1st Person:** Hi, I'm Bob Pope. This is the tallest underwater oil derrick ever built.

**2nd Person:** This derrick will be sunk into the ocean floor. It cost 3 million dollars.

**1st Person:** This is just another example of Taxico's never-ending commitment to you, to provide you with gas to drive your car and heat your home.

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## TEAM 6

**1st Person:** I'm a rookie forest ranger and I don't get paid much money. My work is dangerous but I enjoy the great outdoors, and I can always enjoy my RZ Cola.

**2nd Person:** Me an' my RZ, just me and my RZ.

---

## TEAM 7

**1st Person:** Join the Proud Crowd.

**2nd Person:** Built for the people who want something different and something special.

**1st Person:** From the velvet seats to the luxurious chrome trim. Join the Proud Crowd.

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## TEAM 8

**1st Person:** Smacker Jax are real good.

**2nd Person:** You bet! They taste swell.

**1st Person:** Smacker Jax have been around so long that when you do something swell, they say, "Smacker Jax!"

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## TEAM 9

**1st Person:** Hoot, Hoot, Hootsie Rolls.

**2nd Person:** Hmmm! Hmmm! They're sure good.

**3rd Person:** Remember! Hoot, Hoot Hootsie Rolls.

**1st Person:** And Hootsie pops with the crunchable middle.

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## TEAM 10

**1st Person:** Hey folks, you want better mileage?

**2nd Person:** And longer engine life?

**3rd Person:** Just add a little ESP to your gas tank. It does wonders for your car.

**1st Person:** ESP does the trick for your car.

End Round A

# Advertising Game

# Scripts

## Round B

### TEAM 1 \_\_\_\_\_

**1st Person:** We do it.

**2nd Person:** We do it all.

**3rd Person:** We do it all for you.

**1st Person:** At MacDannell's we take great pride and joy in preparing our food for you and your family.

**2nd Person:** The next time you take the family out, take them to MacDannell's.

### TEAM 2 \_\_\_\_\_

**1st Person:** Mother's Bread is different. It's cooked the old-fashioned way.

**2nd Person:** No preservatives. No refined flour. Mother's uses just the finest of whole wheat grains.

**1st Person:** Remember Mother's, cooked the old fashioned, natural way.

**3rd Person:** For the best in nutrition, buy Mother's.

### TEAM 3 \_\_\_\_\_

**1st Person:** You don't want to use that.

**2nd Person:** Why not? It's good.

**1st Person:** It's red. That's why. Everybody knows that only the green toothpaste prevents cavities.

**2nd Person:** This does too. It's got CHX-117 in it.

**1st Person:** What's that do?

**3rd Person:** It not only prevents cavities but it tastes good.

**1st Person:** I think I'll try it too.

### TEAM 4 \_\_\_\_\_

**1st Person:** My daddy's a policeman.

**2nd Person:** My daddy's a mailman.

**3rd Person:** My daddy's a quarter-pounder-person.

**1st Person:** Your daddy's a what?

**3rd Person:** A quarter-pounder-person.

**2nd Person:** A MacDannell's quarter-pounder sure is good.

### TEAM 5 \_\_\_\_\_

**1st Person:** When it comes to stopping and starting . . .

**2nd Person:** When it comes to twisting and turning . . .

**3rd Person:** When it comes to jumping and landing . . .

**1st Person:** Nothing does it like Red Star All-Stars. The shoe the pros wear.

**2nd Person:** Hi, I'm Julius Nerving. I wear Red Stars because they get me up for my double pump dunk. They'll get you up, too.

**3rd Person:** Buy Red Stars; the shoe the pros wear.



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## TEAM 6

**1st Person:** Are you a waste watcher?

**2nd Person:** Most Americans use too much, and if you aren't a waste watcher, you should be.

**3rd Person:** Here at your gas company we've become waste watchers. We know that the world has only so much energy and we know that we have to conserve it.

**1st Person:** And we want you to do it too.

**2nd Person:** That is why we are offering this free pamphlet of energy saving ideas.

**3rd Person:** Remember, your gas company cares.

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## TEAM 7

**1st Person:** Try the Freedom Van.

**2nd Person:** You can take it to the seashore. Just throw your surf board on top.

**3rd Person:** You can take it to the mountains. It will hold all your hiking gear.

**1st Person:** Vord builds the most versatile truck ever made: the Freedom Van.

**2nd Person:** Buy the Freedom Van from VORD.

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## TEAM 8

**1st Person:** My mother really cares.

**2nd Person:** Why do you say that?

**1st Person:** Well, she buys us Winkies for when we come home from school.

**2nd Person:** Your mom does that? She sounds like a real neat person.

**3rd Person:** I'm a mother who cares about the feelings of her kids. I buy mine a nice snack for when they come home from school hungry.

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## TEAM 9

**1st Person:** The Greatest Hits of 1970. Do you remember those great groups when you were a teenager?

**2nd Person:** The Del-Tones, the Supremes, the Beatles! Now all these groups' greatest hits are on one record.

**3rd Person:** For just \$7.50—\$8.95 for eight track cartridges—you can get the greatest hits of 1970.

**1st Person:** Send a check to Box 92765, New York, New York.

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## TEAM 10

**1st Person:** They're groovy.

**2nd Person:** Everyone will notice.

**3rd Person:** They have flair; they have style.

**1st Person:** Join the In Crowd and wear Blotto Jeans.

**2nd Person:** The fit is perfect—the style the latest.

**3rd Person:** Buy Blotto and join the In Crowd.

## End Round B

---

**Directions**

Indicate which techniques are being used in the following arguments.

1. \_\_\_\_\_ Come on. Let's go. It's only five bucks to get in.
2. \_\_\_\_\_ Hey, check this out. A Bumper Bass with an Advent Amp. Costs \$2,500. Really nice, eh?
3. \_\_\_\_\_ Charlotte, you just have to go. Everybody is going to be there.
4. \_\_\_\_\_ Come on, Mom. Please let me. All the other kids get to do it. Their parents let them do it. Why do I have to be different?
5. \_\_\_\_\_ She really acts stuck-up all the time. You'd think her parents have money or something. I wouldn't have anything to do with her, myself. She just isn't like the rest of us.
6. \_\_\_\_\_ You don't want a cigarette? Whatsa matter—you some sort of sissy?
7. \_\_\_\_\_ My sister has a new Mustang II. She lets me drive it.
8. \_\_\_\_\_ We got to get over there. Everything's on sale. Half price and everything. You know!
9. \_\_\_\_\_ I wouldn't wear those A-Mart tennis shoes. They're cheap. I only wear Alidas. They're the ones that started putting stripes on shoes.
10. \_\_\_\_\_ He thinks he's always right just because he gets straight A's. My father says that some people are too smart for their own good. They don't have any common sense.

**Caveat  
Emptor!**

## 1. THE BIG CHEESE

**Definition:** You should do or buy something because a famous person (or, at least, someone you look up to) does it.

**Example:** Buy Chewy Lipstick because Marilyn Mumps wears it.

## 2. TECHNICAL WORDS

**Definition:** This appeal tries to get you to buy something by using scientific sounding words or formulas in the ad.

**Example:** Buy Blitzo Mouthwash with the magic formula XR-7.

## 3. EMOTIONAL WORDS

**Definition:** This appeal uses words that people like to hear.

**Example:** (a) Buy Dripple Jeans. The Jeans that have Soul; (b) for Total Relaxation and Comfort buy Shakey's Vibrating Chair.

## 4. SLOGANS

**Definition:** A slogan is a catchy phrase that is used to describe something. If it is used often enough you might remember it and buy the product because of it.

**Example:** Buy Clubfoot Shoes. The Shoe that Champs wear.

## 5. THE GOOD GUY

**Definition:** This approach would lead you to believe that if you buy a certain product you will be helping the world out.

**Example:** Shallow Oil has spent millions on this oil sweeper to clean up the oil spills on the water. Just another example of the people at Shallow Oil helping you to live a better life.



# Advertising Game

# Scripts

## Directions for Classroom Use

The class is divided into ten teams. Each team takes turns reading the scripts. The other teams try to figure out what advertising tricks are being used. Use the score sheet below.

There are two rounds of play. Each team will read two scripts. Points will be awarded for correctly identifying the techniques that are used.

## Round A

### TEAM 1

**1st Person:** Here I am standing in front of the Zippo Supermarket. Hi Lady.

**2nd Person:** Hi. Is that a TV camera?

**1st Person:** That's right. I see you have a box of Tidy Detergent.

**2nd Person:** That's right.

**1st Person:** Here, I'll give you three boxes of any other brand of detergent for that box.

**1st Person:** No way. I like my Tidy. It's the best.

### TEAM 2

**1st Person:** When you change oil, don't change oil.

**2nd Person:** Flaky State is the most asked-for motor oil.

**1st Person:** That's right, a truly fine quality motor oil.

**2nd Person:** Remember, Flaky State is the most asked-for motor oil.

### TEAM 3

**1st Person:** Well, it's the last day of vacation.

**2nd Person:** We should have a little party before we go back to civilization.

**3rd Person:** Here we are.

**1st Person:** Hey, some Heinbrow Beer. Where've you been keeping that?

**3rd Person:** I've been hiding it all week.

**2nd Person:** Tonight, we'll have a great beer.

### TEAM 4

**1st Person:** Sara Sue! Sara Sue! I struck oil. I'm rich. Now we can get hitched.

**2nd Person:** That's nice, Billy Joe, but you still look like a pig farmer.

**1st Person:** Come on, Sara Sue, won't you marry me? I sure got the hots for you.

**2nd Person:** Why don't you dress like you got a million instead of looking like you just got through slopping the hogs?

**1st Person:** Sara Sue, we can have a mansion and a Lear Jet.

**2nd Person:** I don't want to ride on a Lear Jet with a pig farmer. Why don't you get yourself a Flagger Suit?

**3rd Person:** Flash! Now Billy Joe is wearing a Flagger Suit.

**1st Person:** Hot diggety! I sure do look nice, don't I?

**2nd Person:** You sure don't look like no pig farmer.

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## TEAM 5

**1st Person:** What car looks just like a Mercedes?

**2nd Person:** From the front grill to the rear tail lights?

**3rd Person:** The same high quality styling?

**1st Person:** The same concern for detail?

**2nd Person:** The Vord Pinata SSS.

**3rd Person:** When it's a better idea, Vord has it.

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## TEAM 6

**1st Person:** If you're good enough for the very best . . .

**2nd Person:** Buy a gold Miami Cigar.

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## TEAM 7

**1st Person:** This month at Burger Queen you get a free happy-faced clown with each Jumbo Jack.

**2nd Person:** And Jumbo Jacks are really tasty.

**3rd Person:** And the fries are really great.

**1st Person:** Remember, there's always something extra at Burger Queen.

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## TEAM 8

**1st Person:** Hi, I'm Suzie Choctaw, but you can call me Suzie Chapslick. When I'm on the ski slopes I want to look my best. Using Chapslick helps keep my lips smooth.

**2nd Person:** Hey, isn't that Suzie Chapslick, the famous skier?

**3rd Person:** Yeah, I think so. She's got real nifty lips.

**1st Person:** Remember, use Chapslick when you're outdoors.

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## TEAM 9

**1st Person:** Hi, I'm Charlie Country, coming at you from Charlie's Low Down discount RV Park. You want the best deals? We got them here at Charlie's.

**2nd Person:** Here's a real nifty motor home for just \$900 down.

**1st Person:** We're just country folks who want to help you down here at Charlie's. Come on down.

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## TEAM 10

**1st Person:** Buy an Econo Egg Beater. Millions of this revolutionary new design have been sold.

**2nd Person:** Don't delay. This is not sold in stores anywhere.

## End Round A

# Advertising Game

# Scripts

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## ROUND B

### TEAM 1

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**1st Person:** Hey, look at this!

**2nd Person:** Wow, that's neat.

**3rd Person:** Look at the funny things it does.

**1st Person:** And it's free inside each package of Sweet Chunkies, the nutritious breakfast cereal.

### TEAM 2

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**1st Person:** It's slinky. It's luxurious. It's mysterious.

**2nd Person:** The cat is back, with all-black exterior and plush velvet interior.

**1st Person:** The Bontiac XLT-37 is the hottest thing ever.

**3rd Person:** Wow, who's the handsome guy in that car?

**1st Person:** I don't know, but he must be some man.

### TEAM 3

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**1st Person:** Gee, Mom, this really tastes good.

**2nd Person:** Thank heaven I've found something they like.

**1st Person:** Could I have some more?

**2nd Person:** Sure. Here, have all you want. It's so nutritious I don't have to worry about them stuffing themselves.

**3rd Person:** Buy Sugar Flakes, the nutritious cereal that tastes good.

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### TEAM 4

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**1st Person:** Why do you look so glum, Albert?

**2nd Person:** I'm just not having any fun like the other kids.

**1st Person:** You mean like all the kids who have the Super Motor-Bike?

**2nd Person:** Yeah.

**3rd Person:** Hi, Little Al.

**2nd Person:** Who are you?

**3rd Person:** I'm the Magic Genie.

**2nd Person:** What do you do?

**3rd Person:** I'm here to grant the one thing you want most in the world.

**2nd Person:** I want a Super Moto-Bike.

**3rd Person:** It's yours, Shaazzzam.

**2nd Person:** Thank you, Genie. Now I can have fun like the other kids.

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### TEAM 5

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**1st Person:** Hi. Being a cowboy don't pay much, but we know quality and we know taste.

**2nd Person:** Smoke El Chuggas.

**1st Person:** Out here we lead a rugged life. It's cold and it's hard. We don't go for any fancy frills, just honest good taste.

**3rd Person:** Smoke El Chuggas.

**1st Person:** You have to be tough to survive out here. That's why we know a good cigarette when we see one.

**2nd Person & 3rd Person:** Smoke the man's cigarette—El Chuggas.

# Advertising Game

# Scripts

## TEAM 6 \_\_\_\_\_

**1st Person:** Do they make a car that sells for under \$4,000?

**2nd Person:** The experts said that it couldn't be done.

**3rd Person:** But we did it at Chebbie Motors. Our research staff came up with a car that you can be proud of.

**1st Person:** And it's only \$3,999, excluding tax and license.

**2nd Person:** Buy a Chebbie today.

## TEAM 7 \_\_\_\_\_

**1st Person:** What's the real story behind UFO's?

**2nd Person:** Is Mick Jagger jogging to marry Farrah Fawcett?

**3rd Person:** Find Out! Read the National Snoop. Millions do every week.

**1st Person:** Available at the checkout stand of your local supermarket.

## TEAM 8 \_\_\_\_\_

**1st Person:** When you go to a party don't stand off by yourself.

**2nd Person:** Have a Popsy and join the fun.

**3rd Person:** Wherever you find people enjoying themselves you find Popsy Cola.

**1st Person:** Join the Popsy Generation.

**2nd Person:** Have a Popsy and join the fun.

## TEAM 9 \_\_\_\_\_

**1st Person:** You know, when I come home from work, I'm tired. Let's go out to dinner.

**1st Person:** I don't mind going out, but after a hard day's work I don't want to go to anyplace fancy-just someplace that is plain and simple, that serves good food at a reasonable price.

**3rd Person:** A restaurant like Jarl Junior's. The food is good and the price is right.

**1st Person:** When we get there the kids are happy.

**3rd Person:** I want a 99c Jumbo Burger and fries.

**1st Person:** And my wife is happy.

## TEAM 10 \_\_\_\_\_

**1st Person:** Big foot. A full 8 inches tall. With movable arms and legs.

**2nd Person:** And the Six Billion Dollar Man.

**1st Person:** Big Foot Stalks the Six Billion Dollar Man. Its spring-loaded arms can hurl a small stone.

**2nd Person:** And the spring-activated legs of Steve Losten enable him to jump out of the way.

**3rd Person:** A fun toy from Benner.

**End Round B**

## Directions

Indicate which appeals are being used in the following arguments.

1. \_\_\_\_\_ Gee! That's a nice car.  
You bet! It's got double blow back headers with catalytic converters.
2. \_\_\_\_\_ Jones is the name and going inside your head is the game. Don't mess with me, Buster Brown.
3. \_\_\_\_\_ Lad, now you know you shouldn't have done that. You shouldn't have hit the boy. Now I'm going to have to punish you. It's for your own good, you know.
4. \_\_\_\_\_ I don't like that. It's icky.
5. \_\_\_\_\_ Don't pay any attention to her. She's crazy.
6. \_\_\_\_\_ Hey, I wouldn't do that.  
Why not? I saw Evel Knievel do it.
7. \_\_\_\_\_ That's a real nice hair-do.  
It's the latest. Just like Farrah Fawcett's.
8. \_\_\_\_\_ Stay away from that guy. He's a freak. A regular 24 carat dope fiend.
9. \_\_\_\_\_ Don't feel bad. I'm sure she didn't mean anything by it. She calls all the boys she knows jerks. That's how she shows she likes them.
10. \_\_\_\_\_ Bad News. Definitely, Bad News.

