

Checklist

Ad Technique

Use this checklist to be sure your assessments for the **Ad Technique** are complete.

Have you included...

- ☐ flattery
- ☐ humour
- ☐ fun illustrations and animations
- ☐ stereotypes
- ☐ logo
- ☐ exaggerate the facts
- ☐ popular celebrity
- ☐ expert opinion
- ☐ change your life
- ☐ inside joke
- ☐ slogan