

4.5 Marketing Techniques

/10 Marks

URL of your chosen advertisement:

/1 Approximate age of target audience:

/1 Item being marketed:

/3 Use the provided persuasive techniques information to select three that apply to your chosen advertisement. Support each of your choices with specific evidence from the advertisement.

/3 List three visual techniques used by the creator of this advertisement, and explain how each works towards the purposeful control of consumer response. Use your short notes to review visual techniques such as colour, size, etc.

/2 Choose the persuasive technique that you think is the most effective for the purpose of this advertisement, and explain why you think it is the most effective part of the advertisement.