

Ch 9 test bank

Literature, Russian Literature



The agency that developed the ' Jack-in-the-Box' fast-food restaurants ads created a new ad with the return of a brand image that was remembered by customers from previous years, thereby creating a(n):

- A. advertising appeal.
- B. creative plan.
- C. marketing plan.
- D. sales approach.
- E. sales presentation.

The advertising appeal refers to the approach used to attract the attention of consumers and/or to influence their feelings toward the product, service, or cause.

AACSB: Reflective Thinking

Bloom's: Analyze

Difficulty: Hard Learning

Objective: 09-01 To analyze various types of appeals that can be used in the development and implementation of an advertising message.

Topic: Appeals and Execution Styles 2. (p. 293)

A(n) _____ refers to the approach used in an advertisement to elicit some consumer response or influence feeling. The way this approach is turned into an advertising message is the _____.

- A. advertising appeal; advertising campaign
- B. creative execution style; advertising appeal

- C. creative execution style; advertising campaign
- D. advertising appeal; creative execution style
- E. brand image; positioning

The advertising appeal refers to the approach used to attract the attention of consumers and/or to influence their feelings toward the product, service, or cause. The creative execution style is the way a particular appeal is turned into an advertising message presented to the consumer.

Bloom's: Remember

Difficulty: Easy Learning

Objective: 09-01 To analyze various types of appeals that can be used in the development and implementation of an advertising message.

Topic: Appeals and Execution Styles . (p. 293)

_____ is viewed as " something that moves people, speaks to their wants or needs, and excites their interest. "

- A. Advertising appeal
- B. Execution style
- C. Creativity
- D. Big idea
- E. Needledrop

An advertising appeal can also be viewed as " something that moves people, speaks to their wants or needs, and excites their interest. "

Bloom's: Remember

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Difficulty: Easy Learning

Objective: 09-01 To analyze various types of appeals that can be used in the development and implementation of an advertising message.

Topic: Appeals and Execution Styles 4. (p. 93)

The ____ is the manner in which an advertising idea is turned into a message and presented to consumers.

- A. advertising appeal
- B. creative execution style
- C. rational appeal
- D. emotional appeal
- E. big idea

The creative execution style is the way a particular appeal is turned into an advertising message presented to the consumer.

Bloom's: Remember

Difficulty: Easy Learning

Objective: 09-01 To analyze various types of appeals that can be used in the development and implementation of an advertising message.

Topic: Appeals and Execution Styles 5. (p. 93)

An ad for Enbrel, a prescription medicine for people who have rheumatoid arthritis, tells the reader that this drug has proven to work for people who

have had little or no pain relief from other drugs. The factual, news like nature of the ad indicates that it is using a(n) _____ appeal.

- A. rational
- B. product popularity
- C. emotional
- D. fear
- E. refutational

Informational/rational appeals focus on the consumer's practical, functional, or utilitarian need for the product or service and emphasize features of a product or service and/or the benefits or reasons for owning or using a particular brand.

Difficulty: Hard Learning Objective: 09-01 To analyze various types of appeals that can be used in the development and implementation of an advertising message. Topic: Advertising Appeals 6. (p. 293) Advertising appeals that focus on functional or utilitarian needs and emphasize product features and benefits are known as _____ appeals.

- A. informational
- B. emotional
- C. price
- D. inherent drama
- E. image

Informational/Rational appeals focus on the consumer's practical, functional, or utilitarian need for the product or service and emphasize features of a

product or service and/or the benefits or reasons for owning or using a particular brand.

Bloom's: Remember

Difficulty: Easy Learning

Objective: 09-01 To analyze various types of appeals that can be used in the development and implementation of an advertising message.

Topic: Advertising Appeals 7. (p. 293)

Purchase motives, such as convenience, comfort, economy and performance are used as a basis for _____ appeals.

- A. rational
- B. emotional
- C. price
- D. inherent drama
- E. refutational

Many rational motives can be used as the basis for advertising appeals, including comfort, convenience, economy, health, and sensory benefits such as touch, taste, and smell.

Bloom's: Remember

Difficulty: Easy Learning

Objective: 09-01 To analyze various types of appeals that can be used in the development and implementation of an advertising message.

Topic: Advertising Appeals 8. (p. 293)

The content of advertising with _____ emphasizes facts, learning and the logic of persuasion.

- A. emotional appeals
- B. informational appeals
- C. transformational appeals
- D. subliminal appeals
- E. irrational appeals

Informational/Rational appeals focus on the consumer's practical, functional, or utilitarian need for the product or service and emphasize features of a product or service and/or the benefits or reasons for owning or using a particular brand. The content of these messages emphasizes facts, learning, and the logic of persuasion.

Bloom's: Remember

Difficulty: Easy Learning

Objective: 09-01 To analyze various types of appeals that can be used in the development and implementation of an advertising message.

Topic: Advertising Appeals 9. (p. 293)

Which of the following statements is true about informational/rational advertising appeals?

- A. The particular features, benefits, or attributes that serve as the basis for these appeals are constant across product categories.
- B. These types of appeals work well for products but not for services.

- C. The particular features, benefits, or attributes that serve as the basis for these appeals vary from one product or service category to another as well as by market segment.
- D. The particular features, benefits, or attributes that serve as a basis for these appeals generally do not vary by market segment.

Informational/rational ads create feelings, images, beliefs, and meanings about the product or service. The particular features, benefits, or evaluative criteria that are important to consumers and can serve as the basis of an informational/rational appeal vary from one product or service category to another as well as among various market segments.

Bloom's: Remember

Difficulty: Easy Learning

Objective: 09-01 To analyze various types of appeals that can be used in the development and implementation of an advertising message.

Topic: Advertising Appeals 0. (p. 294)

An ad for Calloway Gardens Resort stresses the different forms of recreation available to visitors to the resort. This is an example of a(n) _____ appeal.

- A. news
- B. favorable price
- C. feature
- D. popularity
- E. emotional

Ads that use a feature appeal focus on the dominant traits of the product or service.

Bloom's: Apply

Difficulty: Hard Learning

Objective: 09-01 To analyze various types of appeals that can be used in the development and implementation of an advertising message.

Topic: Advertising Appeals 11. (p. 94)

Which of the following statements is true about feature appeals?

- A. They tend to be very informative and present a number of attributes that can be used as the basis for a rational purchase decision.
- B. They are never used for technical and high-involvement products.
- C. They can be used for advertising a product but not a service.
- D. They never focus on attributes or benefits that are important to consumers.
- E. They stress upon the popularity of a product or service by pointing out the number of consumers who use the brand and the number who have switched to it.

Ads using feature appeals tend to be highly informative and present the customer with a number of important product attributes or features that will lead to favorable attitudes and can be used as the basis for a rational purchase decision.

Bloom's: Remember

Difficulty: Easy Learning

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Objective: 09-01 To analyze various types of appeals that can be used in the development and implementation of an advertising message.

Topic: Advertising Appeals 12. (p. 294)

To announce sales, special offers, or everyday low prices, retailers often use a ____ appeal.

- A. unctional
- B. popularity
- C. favorable price
- D. transformational
- E. productive

Price appeal advertising is used most often by retailers to announce sales, special offers, or low everyday prices.

Bloom's: Remember

Difficulty: Easy Learning

Objective: 09-01 To analyze various types of appeals that can be used in the development and implementation of an advertising message.

Topic: Advertising Appeals 13. (p. 294)

A personal computer manufacturer has developed a significant technological breakthrough that will make its computers easier to use for novices.

The computer manufacturer will probably use ____ appeal to announce the breakthrough.

- A. favorable price

- B. emotional
- C. news
- D. popularity
- E. transformational

News appeals are those in which some type of news or announcement about the product, service, or company dominates the ad. This type of appeal can be used for a new product or service or to inform consumers of significant modifications or improvements.

Bloom's: Apply

Difficulty: Hard Learning

Objective: 09-01 To analyze various types of appeals that can be used in the development and implementation of an advertising message.

Topic: Advertising Appeals 14. (p. 294)

Aleve ran a series of ads showing everyday people having to deal with minor arthritic pains. In each instance, the individual was pleased to learn that two Aleve were just as effective as taking eight of his or her old pain reliever. This ad campaign is using a(n) ____ appeal.

- A. emotional
- B. competitive advantage
- C. fear
- D. favorable price
- E. transformational

When a competitive advantage appeal is used, the advertiser makes either a direct or an indirect comparison to another brand (or brands) and usually claims superiority on one or more attributes.

Bloom's: Apply

Difficulty: Hard Learning

Objective: 09-01 To analyze various types of appeals that can be used in the development and implementation of an advertising message.

Topic: Advertising Appeals 15. (p. 294)

The Glad trash bag campaign, which used the slogan " Don't get mad. Get Glad," tells the reader that Glad trash bags are twice as thick as the leading volume bag. Glad uses a(n) _____ appeal.

- A. emotional
- B. competitive advantage
- C. fear
- D. favorable price
- E. transformational

When a competitive advantage appeal is used, the advertiser makes either a direct or an indirect comparison to another brand (or brands) and usually claims superiority on one or more attributes.

Bloom's: Apply

Difficulty: Hard Learning

Objective: 09-01 To analyze various types of appeals that can be used in the development and implementation of an advertising message.

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Topic: Advertising Appeals 16. (p. 294)

The ad for 'TD Ameritrade' investment bank states that the company is "Ranked #1 by SmartMoney Magazine for the Do-It-Yourself Investor." The ad is using a(n) _____ appeal.

- A. emotional
- B. competitive advantage
- C. feature
- D. favorable price
- E. transformational

When a competitive advantage appeal is used, the advertiser makes either a direct or an indirect comparison to another brand (or brands) and usually claims superiority on one or more attributes.

Bloom's: Apply

Difficulty: Hard Learning

Objective: 09-01 To analyze various types of appeals that can be used in the development and implementation of an advertising message.

Topic: Advertising Appeals 17. (p. 294)

Advertisements that focus on the dominant attributes or characteristics of a product or service are known as _____ appeals.

- A. feature
- B. news
- C. price
- D. product popularity

- E. generic

Ads that use a feature appeal focus on the dominant traits of the product or service.

Bloom's: Remember

Difficulty: Easy Learning

Objective: 09-01 To analyze various types of appeals that can be used in the development and implementation of an advertising message.

Topic: Advertising Appeals 18. (p. 294)

A _____ appeal is used when the advertiser makes either a direct or an indirect comparison to another brand and usually claims superiority on one or more attributes.

- A. feature
- B. popularity
- C. competitive advantage
- D. technical
- E. news

When a competitive advantage appeal is used, the advertiser makes either a direct or an indirect comparison to another brand (or brands) and usually claims superiority on one or more attributes.

Bloom's: Remember

Difficulty: Easy Learning

Objective: 09-01 To analyze various types of appeals that can be used in the development and implementation of an advertising message.

Topic: Advertising Appeals 19. (p. 294)

Toyota ran an advertisement proclaiming their Camry has been the best selling model in the United States for two straight years.

This is an example of a _____ appeal.

- A. feature
- B. favorable price
- C. news
- D. product popularity
- E. generic

Product/Service popularity appeals stress the popularity of a product or service by pointing out the number of consumers who use the brand, the number who have switched to it, the number of experts who recommend it, or its leadership position in the market.

Bloom's: Apply

Difficulty: Hard Learning

Objective: 09-01 To analyze various types of appeals that can be used in the development and implementation of an advertising message.

Topic: Advertising Appeals 0. (p. 294)

Intuit, a computer software company, runs an advertising campaign for Quicken that emphasizes the fact it is the most preferred brand of financial software. This is an example of a(n):

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- A. emotional appeal.
- B. teaser appeal.
- C. product popularity appeal.
- D. transformational appeal.
- E. favorable price appeal.

Product/service popularity appeals stress the popularity of a product or service by pointing out the number of consumers who use the brand, the number who have switched to it, the number of experts who recommend it, or its leadership position in the market.

Bloom's: Apply

Difficulty: Hard Learning

Objective: 09-01 To analyze various types of appeals that can be used in the development and implementation of an advertising message.

Topic: Advertising Appeals 21. (p. 295)

Advertising appeals that relate to consumers' social and/or psychological needs for purchasing a product or service are known as _____ appeals.

- A. informational
- B. rational
- C. irrational
- D. emotional
- E. feature

Emotional appeals relate to the customers' social and/or psychological needs for purchasing a product or service.

Bloom's: Remember

Difficulty: Easy Learning

Objective: 09-01 To analyze various types of appeals that can be used in the development and implementation of an advertising message.

Topic: Advertising Appeals 22. (p. 296)

Which of the following statements provides a reason for why marketers use emotional appeals?

- A. The favorable feeling created by the appeal may transfer to the brand.
- B. Emotional appeals focus on the consumer's practical, functional, or utilitarian need for the product or service.
- C. Emotional appeals tend to be informative, and advertisers using them generally attempt to convince consumers that their product or service has a particular attribute(s) or provides a specific benefit that satisfies their needs.
- D. Emotional appeals persuade the target audience to buy the brand because it is the best available or does a better job of meeting consumers' needs.
- E. Emotional appeals are easy to execute and cost less than rational appeals due to lack of creativity.

Research shows that positive mood states and feelings created by advertising can have a favorable effect on consumers' evaluations of a brand.

Bloom's: Remember

Difficulty: Easy Learning

Objective: 09-01 To analyze various types of appeals that can be used in the development and implementation of an advertising message.

Topic: Advertising Appeals 23. (p. 296)

Advertisers create emotional advertising appeals by using:

- A. comparative advertisements.
- B. feature appeals.
- C. transformational advertising.
- D. news appeals.
- E. popularity appeals.

One reason for using emotional appeals is to influence consumers' interpretations of their product usage experience. One way of doing this is through what is known as transformational advertising.

Bloom's: Remember

Difficulty: Easy Learning

Objective: 09-01 To analyze various types of appeals that can be used in the development and implementation of an advertising message.

Topic: Advertising Appeals 24. (p. 296)

Advertising appeals that portray people in an advertisement as experiencing an arousing, upbeat and/or exciting benefit or outcome from using a product or service are relying on:

- A. informational integration.
- B. rational integration.
- C. mood transfer.
- D. emotional integration.
- E. outcome integration.

Kamp and Macinnis note that commercials often rely on the concept of emotional integration, whereby they portray the characters in the ad as experiencing an emotional benefit or outcome from using a product or service. Ads using humor, sex, and other appeals that are very entertaining, arousing, upbeat, and/or exciting can affect the emotions of consumers and put them in a favorable frame of mind.

Bloom's: Remember

Difficulty: Easy Learning

Objective: 09-01 To analyze various types of appeals that can be used in the development and implementation of an advertising message.

Topic: Advertising Appeals 25. (p. 96)

An advertisement for the State of Alabama shows a family with two teens arriving in the state alienated from each other. The fun they experience in the state brings the family back together again. The commercial ends with all four running down the beach holding hands. This ad uses ____ for its appeal.

- A. informational integration
- B. rational integration

- C. mood transfer
- D. emotional integration
- E. outcome integration

Kamp and Macinnis note that commercials often rely on the concept of emotional integration, whereby they portray the characters in the ad as experiencing an emotional benefit or outcome from using a product or service.

Ads using humor, sex, and other appeals that are very entertaining, arousing, upbeat, and/or exciting can affect the emotions of consumers and put them in a favorable frame of mind.

Bloom's: Apply

Difficulty: Hard Learning

Objective: 09-01 To analyze various types of appeals that can be used in the development and implementation of an advertising message.

Topic: Advertising Appeals 26. (p. 296)

Advertisements that create feelings, meanings, images or beliefs about a product or service that can be activated when consumers use it are known as _____ ads.

- A. rational
- B. transformational
- C. nostalgic
- D. affective
- E. informational

Transformational ads create feelings, images, meanings, and beliefs about the product or service that may be activated when consumers use it, transforming their interpretation of the usage experience.

Bloom's: Remember

Difficulty: Easy Learning

Objective: 09-01 To analyze various types of appeals that can be used in the development and implementation of an advertising message.

Topic: Advertising Appeals 27. (p. 297)

_____ advertising attempts to make the experience of using a product or service richer, warmer or more exciting.

- A. Informational
- B. Competitive advantage
- C. Transformational
- D. Image
- E. Rational

Transformational ads make the experience of using the product richer, warmer, more exciting, and/or more enjoyable than that obtained solely from an objective description of the advertised brand.

Bloom's: Remember

Difficulty: Easy Learning

Objective: 09-01 To analyze various types of appeals that can be used in the development and implementation of an advertising message.

Topic: Advertising Appeals 28. (p. 297)

Transformational advertising can differentiate a product or service by:

- A. convincing a consumer of the superior performance of a brand.
- B. making the consumption experience more meaningful, exciting and enjoyable.
- C. making a consumption experience last longer.
- D. showing performance superiority of one brand over another.
- E. proving brand superiority.

Transformational advertising can help differentiate a product or service by making the consumption experience more enjoyable by suggesting the type of experiences consumers might have when they consume the product or service.

Bloom's: Remember

Difficulty: Easy Learning

Objective: 09-01 To analyze various types of appeals that can be used in the development and implementation of an advertising message.

Topic: Advertising Appeals 29. (p. 297)

The Oscar Mayer ad touched the child in all of us when it showed Andy on the pier singing the " My bologna has a first name" jingle. This example of _____ advertising won America's heart and stomach.

- A. competitive advantage
- B. refutational
- C. transformational

- D. transactional
- E. rational

Transformational advertising can help differentiate a product or service by making the consumption experience more enjoyable by suggesting the type of experiences consumers might have when they consume the product or service.

Bloom's: Analyze

Difficulty: Hard Learning

Objective: 09-01 To analyze various types of appeals that can be used in the development and implementation of an advertising message.

Topic: Advertising Appeals 30. (p. 297)

Skyy Vodka's use of cinematic-inspired cocktail moments created marketing success through:

- A. image advertising.
- B. television infomercials.
- C. CEO spokesperson press releases.
- D. banner advertising.
- E. rational advertising.

Image advertising, which is designed to give a company or brand a unique association or personality, is often transformational in nature.

For example, the Lambesis agency has created a unique image for SKYY vodka by creating ads that associate the brand with cinematic-inspired cocktail moments. (Refer: Exhibit 9-6)

Bloom's: Remember

Difficulty: Easy Learning

Objective: 09-01 To analyze various types of appeals that can be used in the development and implementation of an advertising message.

Topic: Advertising Appeals 31. (p. 297)

_____ is designed to give a company or brand a unique association or personality and is often transformational in nature.

- A. Rational advertising
- B. Image advertising
- C. Feature appeals
- D. Transactional advertising
- E. Brand immorality

Image advertising is designed to give a company or brand a unique association or personality, is often transformational in nature.

Bloom's: Remember

Difficulty: Easy Learning

Objective: 09-01 To analyze various types of appeals that can be used in the development and implementation of an advertising message.

Topic: Advertising Appeals 32. (p. 297)

Rational and emotional advertising appeals:

- A. represent two distinctive approaches which should never be combined because they divide the focus of consumers' attention.

- B. are essentially the same.
- C. can be combined since consumers' purchase decisions are often made on the basis of rational and emotional motives.
- D. are used together only for low-involvement products.
- E. can be combined only for products and not for services.

Consumer purchase decisions are often made on the basis of both emotional and rational motives, and attention must be given to both elements in developing effective advertising.

Bloom's: Remember

Difficulty: Easy Learning

Objective: 09-01 To analyze various types of appeals that can be used in the development and implementation of an advertising message.

Topic: Advertising Appeals 33. (p. 298)

The proprietary research technique developed by the McCann-Erickson Worldwide agency that helps evaluate how consumers feel about brands and the nature of their relationship with them is known as:

- A. focus group research.
- B. transformational research.
- C. emotional bonding.
- D. psychographics.
- E. ethnographics.

McCann-Erickson Worldwide, in conjunction with advertising professor Michael Ray, developed a proprietary research technique known as

emotional bonding. This technique evaluates how consumers feel about brands and the nature of any emotional rapport they have with a brand.

Bloom's: Remember

Difficulty: Easy Learning

Objective: 09-01 To analyze various types of appeals that can be used in the development and implementation of an advertising message.

Topic: Advertising Appeals 34. (p. 298)

According to McCann-Erickson's concept of emotional bonding, the most basic relationship a consumer has with a brand is how he or she thinks about the:

- A. emotional ties he or she has with the product and/or brand.
- B. brand personality.
- C. product benefits.
- D. self-actualization motives for purchasing.
- E. self-esteem motives that will be affected by the purchase.

The basic concept of emotional bonding is that consumers develop three levels of relationships with brands. The most basic relationship indicates how consumers think about brands in respect to product benefits.

Bloom's: Remember

Difficulty: Easy Learning

Objective: 09-01 To analyze various types of appeals that can be used in the development and implementation of an advertising message.

Topic: Advertising Appeals 35. (p. 298)

Research shows consumers perceive Miller beer as strong, bold, and adventurous. This is an example of how consumers assign a _____ to a brand.

- A. roduct rank
- B. personality
- C. product features
- D. unique selling proposition
- E. market rank

The basic concept of emotional bonding is that consumers develop three levels of relationships with brands. At the second stage, the consumer assigns a personality to a brand. For example, a brand may be thought of as self-assured, aggressive, and adventurous, as opposed to compliant and timid.

Bloom's: Analyze

Difficulty: Hard Learning

Objective: 09-01 To analyze various types of appeals that can be used in the development and implementation of an advertising message.

Topic: Advertising Appeals 36. (p. 298)

Consumers perceive Maytag appliance as dependable. Consumers have assigned a _____ to the brand.

- A. product benefit
- B. personality
- C. product features

- D. unique selling proposition
- E. market rank

The basic concept of emotional bonding is that consumers develop three levels of relationships with brands. At the second stage, the consumer assigns a personality to a brand. For example, a brand may be thought of as self-assured, aggressive, and adventurous, as opposed to compliant and timid.

McCann-Erickson researchers believe the strongest relationship that develops between a brand and the consumer is based on feelings or emotional attachments to the brand.

Bloom's: Remember

Difficulty: Easy Learning

Objective: 09-01 To analyze various types of appeals that can be used in the development and implementation of an advertising message.

Topic: Advertising Appeals 38. (p. 299)

Well-known brands and market leaders often run ads that do not use any specific types of appeals but rather focus primarily on keeping their brand name in front of consumers. This type of advertising is known as _____ advertising.

- A. teaser
- B. reminder
- C. repetitive
- D. popularity

- E. brandstanding

Not every ad fits neatly into the categories of rational or emotional appeals. For example, ads for some brands can be classified as reminder advertising, which has the objective of building brand awareness and/or keeping the brand name in front of consumers

Bloom's: Remember

Difficulty: Easy Learning

Objective: 09-01 To analyze various types of appeals that can be used in the development and implementation of an advertising message.

Topic: Advertising Appeals 39. (p. 99)

Hershey's advertises heavily around Christmas with ads that show only a picture of red, green and silver wrapped Hershey Kisses chocolate. Hershey's is using ____ advertising.

- A. transformational
- B. reminder
- C. rational
- D. emotional integration
- E. teaser

Well-known brands and market leaders often use reminder advertising to maintain top-of mind awareness among consumers in their target markets. For example, marketers of candy products often increase their media budgets and run reminder advertising around Halloween, Valentine's Day, Christmas, and Easter.

Bloom's: Apply

Difficulty: Hard Learning

Objective: 09-01 To analyze various types of appeals that can be used in the development and implementation of an advertising message.

Topic: Advertising Appeals 40. (p. 299)

Ads for Oneida flatware are frequent, show a piece of Oneida flatware, the headline, " ONEIDA," and the slogan " Your table is ready" in small print. This type of ad is intended as _____ advertising.

- A. transformational
- B. reminder
- C. rational
- D. emotional integration
- E. favorable price

Well-known brands and market leaders often use reminder advertising to maintain top-of mind awareness among consumers in their target markets.

Bloom's: Apply

Difficulty: Hard Learning

Objective: 09-01 To analyze various types of appeals that can be used in the development and implementation of an advertising message.

Topic: Advertising Appeals 41. (p. 300)

_____ advertising is sometimes used to create curiosity and build interest and excitement in a new product or brand by talking about it but not showing it.

- A. Reminder
- B. Teaser
- C. Rational
- D. Comparative
- E. Feature appeal

Advertisers introducing a new product often use teaser advertising, which is designed to build curiosity, interest, and/or excitement about a product or brand by talking about it but not actually showing it.

Bloom's: Remember

Difficulty: Easy Learning

Objective: 09-01 To analyze various types of appeals that can be used in the development and implementation of an advertising message.

Topic: Advertising Appeals 42. (p. 300)

Taco Bell launched the advertising campaign for its Double Decker taco by running anonymous full-page ads featuring basketball stars issuing vague challenges to one another. This is an example of ____ advertising.

- A. reminder
- B. teaser
- C. transformational
- D. favorable price appeal
- E. news appeal

Advertisers introducing a new product often use teaser advertising, which is designed to build curiosity, interest, and/or excitement about a product or brand by talking about it but not actually showing it.

Bloom's: Apply

Difficulty: Hard Learning

Objective: 09-01 To analyze various types of appeals that can be used in the development and implementation of an advertising message.

Topic: Advertising Appeals 43. (p. 300)

When Ford Motor Company was preparing to introduce a new model, ads were run for several weeks that talked about the new car but never showed it. This is an example of _____ advertising.

- A. reminder
- B. transformational
- C. teaser
- D. emotional
- E. cognitive

Advertisers introducing a new product often use teaser advertising, which is designed to build curiosity, interest, and/or excitement about a product or brand by talking about it but not actually showing it.

Bloom's: Apply

Difficulty: Hard Learning

Objective: 09-01 To analyze various types of appeals that can be used in the development and implementation of an advertising message.

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Topic: Advertising Appeals 44. (p. 301)

Which of the following statements is true about the use of teaser advertising?

- A. They cannot be used to draw attention to and generate publicity for an upcoming advertising campaign.
- B. They do not work well because consumers really do not pay much attention to advertising.
- C. They can be effective but marketers must be careful not to use them too long.
- D. They usually offend consumers.
- E. They have the objective of building brand awareness by keeping the brand name in front of the customers.

Teaser campaigns can generate interest in a new product, but advertisers must be careful not to extend them too long or they will lose their effectiveness.

Bloom's: Remember

Difficulty: Easy Learning

Objective: 09-01 To analyze various types of appeals that can be used in the development and implementation of an advertising message.

Topic: Advertising Appeals 45. (p. 302)

The argument by famous advertising copywriter David Ogilvy that " what you say in advertising is more important than how you say it" suggests that:

- A. advertising appeal is more important than the way it is executed.

- B. advertising execution is more important than the appeal.
- C. advertising appeals and executions are equally important.
- D. advertising execution is more important than message content.
- E. the product is more important than the creative appeal.

In his famous book on the advertising industry, *Madison Avenue*, Martin Mayer notes Bernbach's reply to David Ogilvy's rule for copywriters that "what you say in advertising is more important than how you say it." Bernbach replied, "Execution can become content, it can be just as important as what you say".

Bloom's: Understand

Difficulty: Medium Learning

Objective: 09-02 To analyze the various creative execution styles that advertisers can use and the advertising situations where they are most appropriate.

Topic: Advertising Execution 46. (p. 302)

An advertising execution technique that relies on a straightforward presentation of information concerning the product or service is called a(n):

- A. straight-sell or factual message.
- B. demonstration.
- C. testimonial.
- D. dramatization.
- E. animation of key benefits approach.

One of the most basic types of creative executions is the straight sell or factual message. This type of ad relies on a straightforward presentation of information concerning the product or service.

Bloom's: Remember

Difficulty: Easy Learning

Objective: 09-02 To analyze the various creative execution styles that advertisers can use and the advertising situations where they are most appropriate.

Topic: Advertising Execution 47. (p. 302)

Straight-sell message executions are commonly used with ____ advertising appeals.

- A. informational
- B. emotional
- C. teaser
- D. transformational
- E. emotional integration

Straight sell or factual message type of execution is often used with informational/rational appeals, where the focus of the message is the product or service and its specific attributes and/or benefits.

Bloom's: Remember

Difficulty: Easy Learning

Objective: 09-02 To analyze the various creative execution styles that advertisers can use and the advertising situations where they are most appropriate.

Topic: Advertising Execution 48. (p. 302)

A print ad for flood insurance lists twenty good reasons why every homeowner should have flood insurance. This is an example of _____ advertising.

- A. straight-sell
- B. transformational
- C. testimonial
- D. teaser
- E. refutational

One of the most basic types of creative executions is the straight sell or factual message. This type of ad relies on a straightforward presentation of information concerning the product or service.

Bloom's: Apply

Difficulty: Hard Learning

Objective: 09-02 To analyze the various creative execution styles that advertisers can use and the advertising situations where they are most appropriate.

Topic: Advertising Execution 49. (p. 302)

The ad for TDA merittrade investment company opens with the statement, "You can't plan for tomorrow if you don't know where your money is today" and

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continues with a lot of information about investment and its benefits. This indicates that the ad is an example of _____ advertising.

- A. straight-sell
- B. transformational
- C. testimonial
- D. teaser
- E. efutational

One of the most basic types of creative executions is the straight sell or factual message. This type of ad relies on a straightforward presentation of information concerning the product or service.

Bloom's: Apply

Difficulty: Hard Learning

Objective: 09-02 To analyze the various creative execution styles that advertisers can use and the advertising situations where they are most appropriate.

Topic: Advertising Execution 50. (p. 303)

When an advertiser cites technical information such as the results of laboratory studies in an advertisement, a(n) _____ execution is being used.

- A. dramatization
- B. slice-of-life
- C. scientific evidence
- D. testimonial
- E. animation

In case of scientific/technical style of execution, advertisers often cite technical information, results of scientific or laboratory studies, or endorsements by scientific bodies or agencies to support their advertising claims.

Bloom's: Remember

Difficulty: Easy Learning

Objective: 09-02 To analyze the various creative execution styles that advertisers can use and the advertising situations where they are most appropriate.

Topic: Advertising Execution 1. (p. 303)

In a Neutrogena moisturizer with superior sun protection ad, a dermatologist's report stated, " A year of incidental sun equals baking for a week at the beach! " This is an example of a(n) _____ execution.

- A. dramatization
- B. slice-of-life
- C. technical evidence
- D. testimonial
- E. animation

In case of scientific/technical style of execution, advertisers often cite technical information, results of scientific or laboratory studies, or endorsements by scientific bodies or agencies to support their advertising claims.

Bloom's: Apply

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Objective: 09-02 To analyze the various creative execution styles that advertisers can use and the advertising situations where they are most appropriate.

Topic: Advertising Execution 52. (p. 303)

An ad for Lipton tea states that according to laboratory research, " a serving of tea has more antioxidants than a serving of carrots or broccoli. " Which type of ad execution is being used in this example?

- A. Dramatization
- B. Testimonial
- C. Scientific/technical evidence
- D. Slice-of-life
- E. Comparison

In case of scientific/technical style of execution, advertisers often cite technical information, results of scientific or laboratory studies, or endorsements by scientific bodies or agencies to support their advertising claims.

Bloom's: Apply

Difficulty: Hard Learning

Objective: 09-02 To analyze the various creative execution styles that advertisers can use and the advertising situations where they are most appropriate.

Topic: Advertising Execution 53. (p. 303)

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Which of the following is an advertising execution approach designed to illustrate key advantages or features of a product by showing it in actual use?

- A. Comparison
- B. Demonstration
- C. Scientific evidence
- D. Straight-sell
- E. Animation

Demonstration advertising is designed to illustrate the key advantages of the product/service by showing it in actual use or in some staged situation.

Bloom's: Remember

Difficulty: Easy Learning

Objective: 09-02 To analyze the various creative execution styles that advertisers can use and the advertising situations where they are most appropriate.

Topic: Advertising Execution 54. (p. 303)

An ad for Toyota vans shows how easily a child, who needs to use a bathroom, can get out of the vehicle.

Which ad execution technique is being used in this ad?

- A. Comparison
- B. Demonstration
- C. Scientific evidence
- D. Straight-sell

- E. Testimonial

Demonstration advertising is designed to illustrate the key advantages of the product/service by showing it in actual use or in some staged situation.

Bloom's: Apply

Difficulty: Hard Learning

Objective: 09-02 To analyze the various creative execution styles that advertisers can use and the advertising situations where they are most appropriate.

Topic: Advertising Execution 55. (p. 03)

When a person speaks on the behalf of a product or service based on his or her personal use of and/or experiences with it, a(n) _____ execution is being used.

- A. dramatization
- B. slice-of-life
- C. animation
- D. demonstration
- E. testimonial

Many advertisers prefer to have their messages presented by way of a testimonial, where a person praises the product or service on the basis of his or her personal experience with it.