



## 4 - WORKSHEET - What Makes an Ad Spot-On?

from page 44

Instead of describing how soap can effectively remove dirt and perspiration from one's body, the Ogilvy & Mather agency centered on inspiring young women to feel good about themselves.



**Explain what makes this Dove ad effective.** \_\_\_\_\_

**How does it make you feel?** \_\_\_\_\_

**Would its message make you interested in buying it and why?** \_\_\_\_\_

Leo Burnett Agency simplifies its messaging with a poetic-like account of what young parents endure on a long late-night drive home.



**Explain what makes this McDonald's ad effective.** \_\_\_\_\_

**How does it make you feel?** \_\_\_\_\_

**Would its message make you interested in buying it and why?** \_\_\_\_\_

Fold7's ad for audiobooks invited the listener to open their mind to the many possibilities of imagination.



**Explain what makes this Audible ad effective.** \_\_\_\_\_

**How does it make you feel?** \_\_\_\_\_

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Would its message make you interested in buying it and why? \_\_\_\_\_

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Fitzgerald & Company translated the idea Quikrete dries fast into three quick metaphors telling extremely abbreviated stories with few plot points per topic, which is normally more complex.



Explain what makes this Quikrete ad effective. \_\_\_\_\_

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How does it make you feel? \_\_\_\_\_

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Would its message make you interested in buying it and why? \_\_\_\_\_

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Tony Schwartz used repetition as a key element in this Public Service Announcement for fire safety.



Explain what makes this Public Service Announcement effective. \_\_\_\_\_

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How does it make you feel? \_\_\_\_\_

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Would its message make you interested in buying it and why? \_\_\_\_\_

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ColeCuts Media was asked to create a campaign that would engrain the name Cabot Cheddar into the minds of listeners to compete with other big-name national brands.



Explain what makes this Cabot Cheddar ad effective. \_\_\_\_\_

How does it make you feel? \_\_\_\_\_

Would its message make you interested in buying it and why? \_\_\_\_\_

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Cliff Freeman & Partners created a dark but humorous perspective on going back to school for Staples Office Supply Stores. (Note: This ad aired before the invention of the smartphone.)



(click on the logo to hear)

Explain what makes this Staples ad effective. \_\_\_\_\_

How does it make you feel? \_\_\_\_\_

Would its message make you interested in buying it and why? \_\_\_\_\_

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page 55 Google, 'Parisian Love'...



'Parisian Love' - Google commercial - Superbowl XLIV 2010

What was so different about this ad from others that run on television?

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