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## Chapter 19 Advertising

### Discovery Project Worksheet

**Directions** The average person is exposed to more than 2,000 advertisements every week. You hear ads on the radio, and you see them on television, the Internet, in magazines and newspapers, on billboards, on public transportation, in your mail, and more. In other words, advertising is everywhere. How does an advertiser stand out when there is so much out there? Think of a stand-out advertisement or ad campaign you have seen or heard recently. Answer the questions with this ad or campaign in mind.

1. Describe the ad or campaign, including a description of the product or service.

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2. Explain why this ad or campaign stands out in your mind.

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3. Does this ad or campaign make you want to purchase the product or service being promoted? Why or why not?

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4. Identify which type of advertising most closely describes the ad or campaign: promotional advertising or institutional advertising. Explain how you made this determination.

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5. Identify the type of medium or media used. Explain why you think the advertisers chose this way(s) to present the information.

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