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| MySchool_Dossier_Logo |  | Worksheet |
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| Economy and society  |
| Advertising (12) |

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| C:\Dokumente und Einstellungen\winklean\Desktop\3655_es_advertising\3655_img\3655_werben_img_bn_f2_grafiker_haende.jpg |  | 1. What percentage of Switzerland's advertising spending goes into print ads?
2. What basic idea informs the Moonliner advertising campaign?
3. How do you like the campaign?
4. What is advertising?
5. What are advertising media?
6. What are the four stages on which the AIDA formula is based?
7. What did Ernst Litfass invent?
8. What in your view are some of the advantages and disadvantages of advertising?
9. What would you want to advertise for if you were famous?
10. What is a successful commercial for you and what isn't?
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