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| MySchool_Dossier_Logo |  | Solutions to the worksheet |
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| Economy and society  |
| Advertising (12) |

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|  |  | **1. What percentage of Switzerland's advertising spending goes into print ads?** Over 50 percent **2. What basic idea informs the Moonliner advertising campaign?** To make Moonliner attractive by showing how it comes to the rescue in unpleasant situations on a night out (insistent flirters, drunken party-goers) **3. How do you like the campaign?** Individual answer **4. What is advertising?** Advertising is a process in which you try to influence consumers by means of various media. **5. What are advertising media?** Media by means of which advertising messages are spread **6. What are the four stages on which the AIDA formula is based?** Attention, Interest, Desire, Action **7. What did Ernst Litfass invent?** The advertising pillar **8. What in your view are some of the advantages and disadvantages of advertising?** Individual answer **9. What would you want to advertise for if you were famous?** Individual answer **10. What is a successful commercial for you and what isn't?** Individual answer |
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