

Name: \_\_\_\_\_

Period: \_\_\_\_\_



## \*\*\*\*\*Marketing Homework\*\*\*\*\*

Watch TV. Yes, you get to watch TV! Identify FIVE commercials and the strategy they use, and write their slogan. If a logo is used, draw a quick version of it. If there is a jingle, check the box provided. Many commercials use multiple strategies. You can write down more than one strategy for a commercial. (If you do not have access to a TV, you may watch commercials on Youtube, or find print ads in a newspaper or magazine.)

	Commercial Product	Strategy Used (write name)	Logo <i>Draw, if used</i>	Slogan	Jingle (check if used)
1					
2					
3					
4					
5					

