**Marketing Activity 6.1**

*Instructions: Create a PowerPoint Presentation and save it on your Office 365 account as* ***ad styles****. When you are done, save all changes, and share it to me at tellsworth@fillmorecsd.org*

You will need a total of 8 slides.

* Title slide
* 7 individual slides for each type of ad.
* On each add slide add the ad style at the top and give 2 advertisement examples in the bottom area.

**Slice of Life** - These advertisements show people using the product in an everyday setting.

**Musical** - Musical advertisements feature a song, jingle, or popular entertainer.

**Technical or Scientific Information** - Some consumers want specific information about the product, its construction, use or durability.

**Fantasy** - Fantasy ads create an “ideal vision” for the consumer and connect that vision to the use of the product.

**Testimonial** - Testimonials provide endorsements about the use of the product.

**Mood or Image** - Designed to elicit emotions from the consumer making them happy, nostalgic, or excited.

**Character** - Some companies create a fictitious character to represent their product or service.