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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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