

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

Understanding Advertising

Q1. Do you think there is a problem in using the image of the mother as the only person who takes care of the child in the Care Soap advertisement?

Ans. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Q2. Why do you think the manufacturers of the soap gave their products a specific name?

Ans. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Q3. What do companies do in case there are two brands of similar products?

Ans. \_\_\_\_\_  
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\_\_\_\_\_  
\_\_\_\_\_  
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## Understanding Advertising

Q1. Do you think there is a problem in using the image of the mother as the only person who takes care of the child in the Care Soap advertisement?

Ans. I don't think there is a problem in using the image of the mother as the only person who takes care of the child in the Care Soap advertisement because mother is undoubtedly more attached to her child and takes care in the best way.

Q2. Why do you think the manufacturers of the soap gave their products a specific name?

Ans. There are many soaps in the market today. In bigger towns and cities, we no longer just say soap but rather refer to them using the different names of companies that make them. Given the many soaps in the market, the company will have to give the soap a different and special name. By doing this they create another brand of soap.

Q3. What do companies do in case there are two brands of similar products?

Ans. The consumer is confused because he really cannot tell the difference between two similar products. The manufacturer has to give the consumer a reason to prefer a particular brand. Just naming a product does not help sell it. So, advertisers begin claiming certain special values for their brand. In this way, they try to differentiate it from other similar products.