

Name: _____ Date: _____

Understanding Advertising

Q1. What do you understand by the word brand? List two reasons why building brands is central to advertising?

Ans.

Q2. How Care Soap advertisement uses personal emotion to get people to buy the product?

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Q1. What do you understand by the word brand? List two reasons why building brands is central to advertising?

Ans. The word brand refers to a special identification or name that is associated with a product. Such identification is created through the process of advertising.

Building brands is central to advertising because of the following reason:

- i. This is done in order to differentiate it from other products in the market.
- ii. It plays a crucial role in trying to convince the customer to buy the product that is advertised.

Q2. How Care Soap advertisement uses personal emotion to get people to buy the product?

Ans. In the Care Soap advertisement personal emotion is being used. As a mother, if we want to show our child we care, then we have to buy this expensive soap. The advertisement uses the mother's concern for her child. It tells the mother that her love and care is best shown through using this particular brand of soap. Because of this, mothers begin to feel that using this soap is a sign of how much they love their child. In this way, the advertisement uses the love of a mother for her child to sell this expensive soap. Mothers who cannot afford this soap might begin to feel that they are not giving their children the best care.