**Unit 5 Assignment**

There are many different message appeals that can be found in advertising. These include the use of endorsers, use of humor, appealing to fears of the consumer, appealing to guilt of the consumer, use of sex, use of subliminal messages, use of music in advertising, and use of comparative advertising. Using the template below, provide an example of each of the different message appeals that you have found in person or on the Internet. Be sure to be specific about each example. Give at least one paragraph of information on each example. Then, answer the additional questions after the table in at least two paragraphs each.

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| Message Appeal | Example & Link if available |
| Use of Endorsement |  |
| Use of Humor |  |
| Appealing to Consumer Fear |  |
| Appealing to Consumer Guilt |  |
| Use of Music |  |
| Use of Comparative Advertising |  |

Which of the message appeals do you think is the most effective and why?

Which do you think is the least effective and why?