

SPORTS & ENTERTAINMENT MARKETING: Promotion

Name _____ Score _____ /15 points

Promotion Goals: Find two print advertisements from two different sources. Cut and paste (NEATLY) below.

Example 1: (below)



INTEREST

ATTENTION

Desire

ACTION

1. Is the primary purpose of this ad to: Inform, Persuade, or Remind? Explain.

Persuade - ask you to fill in on it everyday

2. Identify and explain AIDA in the advertisement. (Label)

Attention - everyone wants a good deal

Interest - there are new deals everyday

Desire - gives specifics on the deal.

Action Sign up today and give website info.

3. Is this an example of Product or Institutional Promotion? Explain why.

Product - asking you to buy/use the service for Quintessential Quilts.