

Esercitazione

GLI ELEMENTI DELLA COMUNICAZIONE PUBBLICITARIA

In the next 15 minutes you will see trailers containing some ads for different countries. For each spot please report the main components of the advertising messages and get ready to discuss them with a short presentation.

1. Company: _____

Product: _____ Country _____

Main consumer benefit: _____

Slogan/Pay off: _____

Style of advertising: _____

Country specific features : _____

Notes: _____

2. Company : _____

Product: _____ Country _____

Main consumer benefit: _____

Slogan/Pay off: _____

Style of advertising: _____

Country specific features : _____

Notes: _____

3. Company: _____

Product: _____ Country _____

Main consumer benefit: _____

Slogan/Pay off: _____

Style of advertising: _____

Country specific features : _____

Notes: _____

4. Company: _____

Product: _____ Country _____

Main consumer benefit: _____

Slogan/Pay off: _____

Style of advertising: _____

Country specific features : _____

Notes: _____

5. Company: _____

Product: _____ Country _____

Main consumer benefit: _____

Slogan/Pay off: _____

Style of advertising: _____

Country specific features : _____

Notes: _____
