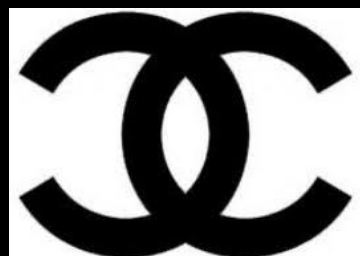
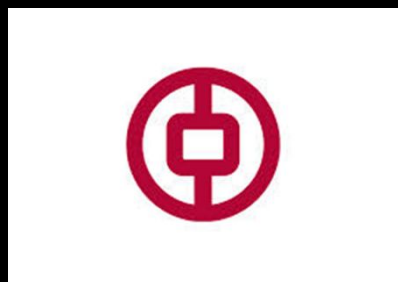


LOGO QUIZ

Name that Logo!



Logos

Do you wear any clothes with Logos on them?

Why or why not?

In your opinion, which clothing logo is the best/worst? Why?

Logos

- **What makes a good logo design?**

Which is the better Logo?



Brands



- What are the most popular brands in your country? Why?
 - Do you have a favorite brand?
- Are local brands as good as foreign ones? Why or why not?

Part 2 - Adverts

1. Name the product. What type of product are they selling?
2. Who is the *target audience*?
3. Do they use a *Logo* ?
4. Do you think the *Ad* is effective or not? Why?





iPhone 3G



Exclusive to Apple Products:
MobileMe, a collection of online services to enhance your iPhone experience.

Picture (c) Ryan Hughes 2010

Features

- Online Storage
- Mail (Includes a @me.com email address)
- Address Book + Calendar
- Much more, see me.com for more information.

Security Features (MobileMe)

- Find My Phone
Locate your missing phone anywhere, using me.com. Also includes remote wipe and remote lock features.

Starting at \$199

Commercials – TV Advertizements

- Macdonalds - https://www.youtube.com/watch?v=WKIHZ_mQm34
- Coca -Cola – https://www.youtube.com/watch?v=9cLZQ_2ITLI
- Pantine - https://www.youtube.com/watch?v=hBdYWdW_IzA

Part 3 -Ethos – Pathos - Logos

- <https://www.youtube.com/watch?v=x4tTugqBkJU>

Ways to Advertize

- Ethos – Trust – famous people
 - Pathos – Emotions
- Logos – Logic and Reasons



Darted

SOLOMOVES



• 31 mpg city / 21 mpg highway
 • 200 hp
 • 170 cu ft storage space
 • 10 tie-downs
 • 10 tie-downs
 • 10 tie-downs

Edge
 Introducing the new Edge

31 MPG. 305 HP.
THE ONLY SLOW PART
IS THE FUEL GAUGE.



Ford
 Introducing the new Mustang

GREEN WITH ENVY?

We knew you would be.



From the all-new 2004 Ford Focus, a model
 not only got better, but it got a lot better.
 With 240 hp, 200 mpg, and 200 mpg, the
 Focus is the most powerful and efficient
 car ever. It's not just a car, it's a
 high-tech, high-speed, high-tech, high-tech
 car. It's the only car that's not just a
 car, it's a car. It's the only car that's
 not just a car, it's a car. It's the only
 car that's not just a car, it's a car.

Ford

100 YEARS SKINCARE FOR LIFE

NIVEA & RIHANNA
AN ICONIC VOICE CELEBRATING AN ICONIC SKINCARE BRAND

For our centennial, NIVEA is partnering with music sensation Rihanna.

As a woman, you know your skin is your best friend. It's the canvas for your beauty and the armor that protects you. NIVEA understands. That's why we've spent over 100 years perfecting our formulas to help you keep your skin healthy and beautiful. NIVEA works in the beauty of nature, harnessing the power of natural ingredients to help you keep your skin soft and smooth.

The skin you love is the skin you want to show off. NIVEA helps you keep your skin healthy and beautiful. NIVEA works in the beauty of nature, harnessing the power of natural ingredients to help you keep your skin soft and smooth.

Follow us on facebook to keep up to date with NIVEA news and view exclusive behind-the-scenes from our US and Europe HQ.

[facebook.com/niveausa](https://www.facebook.com/niveausa)



AB BADLEGA GAME

CHANGE THE GAME

PEPSI

If you want to be happy for a day, drink.

If you want to be happy for a year, marry.

If you want to be happy for a lifetime, ride a BMW.

BMW MOTOR GROUP USA, INC. 100 WEST 175TH STREET, NEW YORK, NY 10032
BMW FINANCIAL SERVICES (BMW FINANCIAL) 100 WEST 175TH STREET, NEW YORK, NY 10032
BMW MOTOR GROUP USA, INC. 100 WEST 175TH STREET, NEW YORK, NY 10032



Commercials – TV Advertizements

- Nike - <https://www.youtube.com/watch?v=3XviR7esUvo>
- Macdonalds - https://www.youtube.com/watch?v=WKlHZ_mQm34
- Porsche - <https://www.youtube.com/watch?v=3lgWc4XykWw>
- Channel - <https://www.youtube.com/watch?v=yTO4FHf8MBs>
- Coca -Cola – https://www.youtube.com/watch?v=9cLZQ_2ITLI

Commercial

- Ethos – Emotions ?
- Pathos – Logic and Reason ?
- Logos – Character and Reliability ?

1. A child is shown covered in bug bites after using an inferior bug spray.
2. Cristiano Ronaldo endorses Nike.
3. Sprite Zero is 100% sugar-free.
4. A commercial shows an image of a happy couple riding in a Corvette..
5. Advil Liqui-Gels provide up to 8 hours of continuous pain relief.
6. Taylor Swift appears in a Coca Cola advertisement.
7. A magazine ad shows people smiling while smoking cigarettes.

Commercials

- Have you ever bought a product just because of the commercial?
- What commercial was your favorite? Why? Did it make you want to buy the product?

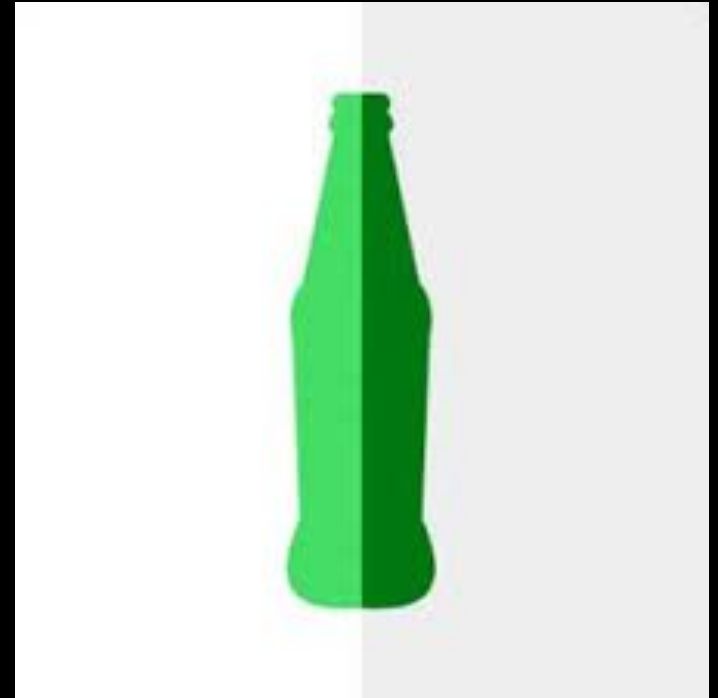
Are there any commercials you really don't like?

- Do you know any “Jingles” – short songs from a commercial?



Part 4 Melon Soda!

1. Product Name
2. Logo
3. Slogan



4. Commercial – TV Advertizement

THINK! - Who is your target audience?

Kids? Moms? Old People?

Pathos Ethos or Logos?