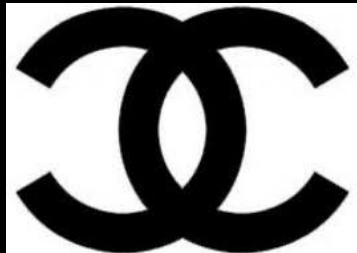
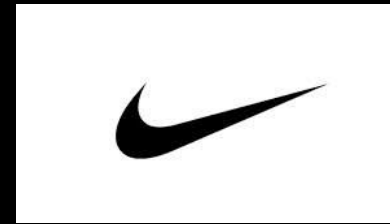
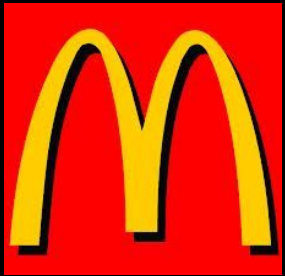
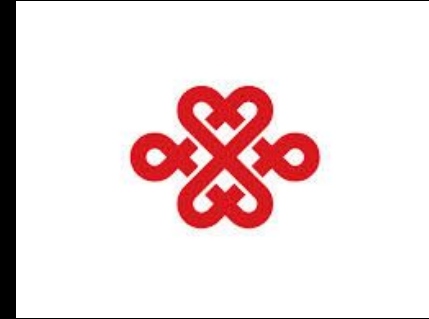


LOGO QUIZ

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

Security Features (MobileMe)

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

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

Starting at \$199

Commercials – TV Advertizements

- Macdonalds - https://www.youtube.com/watch?v=WKlHZ_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



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?

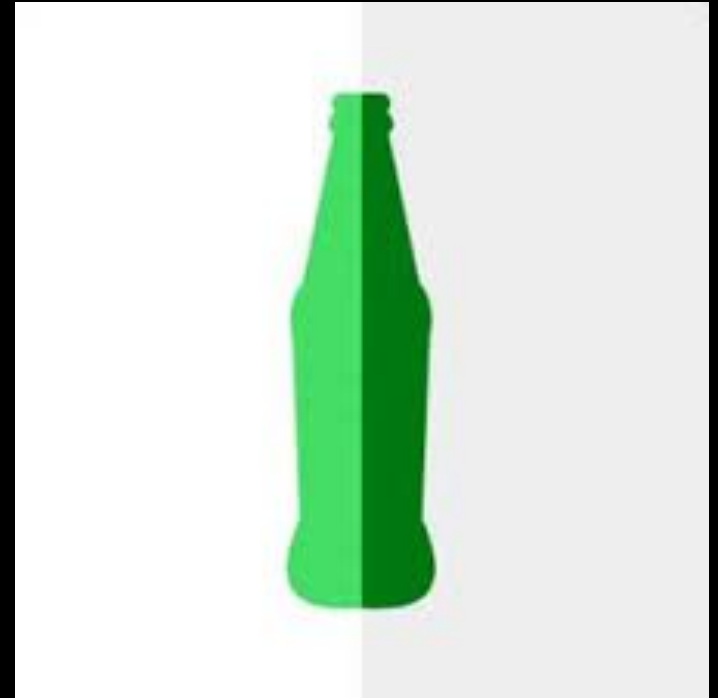
Are there any commercials you really don't like?

- 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?