

THE PERSUADERS

Answer the following questions as you watch the video. Like the study guide, I will take exam questions from this worksheet.

1. What is advertising clutter?
2. What new marketing approach took over in the early 1990s, replacing ads about what the product did?
3. People join cults or join brands for essentially the same reason, which is?
4. What does Kevin Roberts mean by a Lovemark?
5. What counter measures are advertisers using to combat ad-skipping technology like Tivo?
6. How does marketing research guru Clotaire Rapaille believes we make purchasing decisions?
7. What appeal has replaced fact-based political advertising?
8. In regards to political campaign advertising, what is narrowcasting?
9. Why do marketers want to appeal to us as demographic tribes?
10. How is the problem of clutter finally solved?