**Mix and match handout**

Mix and match: match the right word to the explanation and fill in your own example.

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| **Ad Word:** | **Explanation:** |
| Jingle | * who the ad is aimed at
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| Logo | * song attached to the product ad is selling.
* i.e. Your own example:
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| Product | * line that is attached to the product. i.e. “*Where everyone gets a bargain”.*
* Name the product attached to this slogan:
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| Target Audience | * image/symbol for the product. i.e. big M for McDonald’s.
* Your own example:
 |
| Slogan | * what the ad is selling: life insurance, burgers, shoes etc.
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