Advertising
Unit 1 – What is Advertising?
Warning - Exposure to this Ad can be Habit Forming

Objectives:
1. Examine the relationship between consumer advertising and habitual behavior
2. Develop an advertisement to encourage a new habit

Name: ____________________________

Part 1: Read the attached article and answer the following questions:

1. What was the habit Dr. Curtis was trying to promote? ____________________________________
2. How did Dr. Curtis ultimately go about promoting this habit? ______________________________
3. Describe at least three habits that developed as a result of consumer product advertising:
   ______________________________________________________________________________________
   ______________________________________________________________________________________
   ______________________________________________________________________________________
4. Why are some critics concerned about the relationship between public health officials and consumer product companies?
   ______________________________________________________________________________________
5. How does habit formation help consumer product companies?
   ______________________________________________________________________________________
6. What is Fabreeze? And why do people use it?
   ______________________________________________________________________________________
   ______________________________________________________________________________________
7. What are the four categories that help classify the cues for habitual behavior?
   ______________________________________________________________________________________
   ______________________________________________________________________________________
8. How are habits formed?
   ______________________________________________________________________________________
9. Describe an instance where companies redesigned their advertising to be better aligned with habitual clues:
   ______________________________________________________________________________________
10. Describe the advertising campaign designed to promote hand washing with soap in Ghana:
____________________________________________________________________________________________

11. What was sold in those advertisements?
____________________________________________________________________________________________

Part 2: Will you switch?
12. Did you know there is a new series of dollar coins that entered circulation in 2007?
____________________________________________________________________________________________

13. Do you use dollar coins?
____________________________________________________________________________________________

14. Which would you prefer – dollar bills or dollar coins? Why?
____________________________________________________________________________________________

Read the article “US Mint tries to get consumers to use dollar coins” (link to article is located on the website calendar or google the article title)

15. How much is the US Mint spending on its advertising?
____________________________________________________________________________________________

16. What are some of the problems associated with dollar coins?
____________________________________________________________________________________________
____________________________________________________________________________________________

17. Why is the government trying to make the change (no pun intended) from dollar bills to dollar coins?
____________________________________________________________________________________________
____________________________________________________________________________________________

18. What did the GAO determine was necessary in order for the dollar coin to be accepted by the US population? Why?
____________________________________________________________________________________________

Part 3: Create a advertisement that promotes a new habit

- You may work in teams of up to three students
- On a separate sheet of paper (typed)
  - Identify a product that would benefit (in terms of sales) from a consumer habit (repeated, increased or regular use)
  - Develop an advertising strategy to promote this new habit
  - Describe why you believe your strategy will be successful
- Create an advertisement from your strategy