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Introduction to Marketing – 10 Most Compelling Ad Campaigns (15 points)

Access the article online. <https://www.inc.com/anna-guerrero/10-most-compelling-ad-campaigns-of-the-decade-and-what-your-brand-can-learn-from.html>

Email the completed answer sheet to Mr. Bufalino upon completion.

**Instructions:**

**Read the article completely.**

With a partner consider and answer the following questions which we will then discuss as a class. This will help assess how much of the marketing vocabulary and other concepts you might already know.

There are mulitple parts to most questions. The first will require you to use the article to answer it, rest are more difficult questions, require interpretation and analysis on your part.

1. In the introductory section of the article, what trend is cited as changing many companies approach to marketing?
2. Dove, “Campaign for Real Beauty”
3. Stated as a marketing term (hint: the term is used several times in the entire article) what does the 4% figure represent?
4. In what way did the Dove marketers realize a new understanding of women’s perceptions to initiate their new marketing campaign? How did they capture marketing/business value from that approach?
5. Old Spice, “The Man Your Man Could Smell Like”
6. What did the market research tell Old Spice about the different people involved in buying their product?
7. How did this information change the way in which they marketed the product?
8. Red Bull, “Stratos”
9. They refer to this as an anti-ad for Red Bull. How does the article suggest this ad helped the Red Bull brand?
10. Can you cite other examples of how companies associate their brand or products with specific behavior, events or groups, either through advertising or other behavior (sponsorships, event participation, etc.)
11. Apple, “Get a Mac”
12. Describe some of the ways Apple used “Get a Mac” as Apple’s global approach to marketing the Mac computer? Describe both the things that were consistent across multiple countries and some of the things that differed.
13. Describe the reasons why a company may have to change their marketing approach in different countries?
14. Dos Equis, “Most Interesting Man in the World”
15. This seems like another anti-ad – the most interesting man doesn’t even claim to always drink beer. What does the article suggests makes this particular ad (now into its 13 year) so memorable?
16. Name as many ways as you can think of that show how memorability of the commercial might help the brand?
17. Nike, “Nike”
18. What communication approach does Nike use with its customers in this campaign?
19. What benefit does the article suggest this approach brings to the brand? Why do you think success in this approach will be important to Nike?