

Advertising (Student A)

1. Can you think of a television advert which was very successful? Why did it work?
 2. Does your company use a slogan as part of its advertising? Should they use one?
 3. If you had to choose a celebrity to endorse your company, who would you choose?
 4. Do you think online advertising works or are all the adverts just annoying?
 5. Do you think there should be any limits on advertising to children?
 6. Do you think alcohol and tobacco should be advertised? Why or why not?
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Advertising (Student B)

1. How does your company advertise? Is their strategy successful?
 2. Can you think of any unusual marketing strategies that might work for your company?
 3. Do you think your own consumer choices are affected by advertising?
 4. Is television advertising as powerful as it used to be? What about in the future?
 5. What do you think about the use of sex as an advertising strategy?
 6. What methods of advertising do you think companies will use in 50 years' time?
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