

1. Can you think of a television advert which was very successful? Why did it work?
2. How does your company advertise? Is their strategy successful?
3. Does your company use a slogan as part of its advertising? Should they use one?
4. Can you think of any unusual marketing strategies that might work for your company?
5. If you had to choose a celebrity to endorse your company, who would you choose?
6. Do you think your own consumer choices are affected by advertising?
7. Do you think online advertising works or are all the adverts just annoying?
8. Is television advertising as powerful as it used to be? What about in the future?
9. Do you think there should be any limits on advertising to children?
10. What do you think about the use of sex as an advertising strategy?
11. Do you think alcohol and tobacco should be advertised? Why or why not?
12. What methods of advertising do you think companies will use in 50 years' time?