



5 sample questions about advertising and brands.

1. *Can you name a brand of bag? Why do you know it ?*

2. *Do TV ads annoy you? For example ?*

3. *Which ads do you look at or listen to the most?*

*a) TV b) Internet c) Newspaper d) other*

4. *What do you think about Google as a brand ?*

5. *Do you have any negative thoughts when you think about Toyota ?*

### Advertising & Brands Attitude Survey

Write 5 questions about advertising and brands.

1.....?

2.....?

3.....?

a) ..... b) ..... c) .....

4.....?

5.....?

Then talk to 5 students & write their responses.

Name	Student 1.....	Student 2.....	Student 3.....	Student 4.....	Student 5.....
1.					
2.					
3.					
4.					
5.					

Write a short report after you have talked to five people.

For example: *Many students are fanatics about Apple . They love their cool products. Some students think Coca Cola is annoying . It always has noisy advertising on TV. And it's colors are boring. One student thinks Coach is a cool brand because it has a good website..... etc.....*

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