“Sell and Spin – A History of Advertising”

Part Two

1. Advertisers don’t wait for a bolt of lightning to strike inspiration. Instead they rely on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
2. Opinion Research started in 1932 when George Gallop started as the head of Copy & Media Research Department. Gallop sought to create a science of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_is the key to success.
That’s right, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the key to success.
4. McDonald’s first National advertising campaign was an example of how feedback from \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ could lead to a winning campaign.
5. If you want people’s attention, use \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
6. All ideas are first pitched to the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of the account.
7. The first American political campaign to make extensive use of television was \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 1952 run for the oval office.
8. Advertising has to do more than inform, it has to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
9. How much did the 1984 commercial advertising the launch of Apple Computer’s Macintosh cost to produce? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
10. Over \_\_\_\_\_\_\_\_\_\_\_\_\_ of visitors to a website never click on the advertising.
11. In advertising, it has been proven that if you spend the money, the results will be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
12. If people fundamentally don’t want a product, no amount of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ will cause them to buy it.
13. Advertising has become an \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_part of our lives.
14. The most gratifying part of this business is that what you do, if you do it right, becomes a part of the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
15. Advertising is the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_of the masses.