“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 \_\_\_\_\_**research** (or ‘a system’)\_\_\_\_.
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 \_\_\_\_\_**persuasion**\_\_\_\_\_\_.
3. \_\_\_\_**Repetition**\_\_\_\_\_\_\_is the key to success.
That’s right, \_\_\_**repetition**\_\_\_\_\_\_ is the key to success.
4. McDonald’s first National advertising campaign was an example of how feedback from \_\_\_\_**consumer research**\_\_\_\_\_\_\_\_\_\_\_\_\_\_ could lead to a winning campaign.
5. If you want people’s attention, use \_\_\_\_**dogs or babies**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
6. All ideas are first pitched to the \_\_\_\_**creative director**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of the account.
7. The first American political campaign to make extensive use of television was \_\_\_\_ \_\_\_\_\_ **Dwight** **Eisenhower**’s \_\_\_\_\_\_\_\_\_ 1952 run for the oval office.
8. Advertising has to do more than inform, it has to \_\_\_\_\_\_\_**entertain**\_\_\_\_\_\_\_\_\_\_\_\_.
9. How much did the 1984 commercial advertising the launch of Apple Computer’s Macintosh cost to produce? \_\_\_**$400**,**000** (& another half a million to air during the Superbowl\_ \_\_\_.
10. Over \_\_\_\_\_**90%**\_\_\_\_\_ 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 \_\_\_\_**enormous**\_\_\_\_\_\_.
12. If people fundamentally don’t want a product, no amount of \_\_\_\_ **advertising** \_\_\_ \_\_ will cause them to buy it.
13. Advertising has become an \_\_\_\_\_\_\_\_**inescapable**\_\_\_\_\_\_\_\_\_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 \_\_\_\_\_\_\_\_\_**popular culture**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
15. Advertising is the \_\_\_\_\_\_\_\_**art**\_\_\_\_ \_\_\_\_\_of the masses.