

## Advertising Unit Final Questions

1. Explain how a brand gets power over people. **Provide examples**
2. What does the logo symbolize? **Give an example**
3. What motivates a person to buy an expensive designer brand like a \$5000 Louis Vuitton purse?
4. Why would someone buy a pair of jeans that are ripped and worn out?
5. What are the positive and negative effects of branding? Eg. Does “Always really care about your mental health?”
6. Explain how product placement works.