

BLACK FRIDAY ADVERTISEMENTS

Every year the biggest shopping day in America occurs the day after Thanksgiving. This day has become to be known as “Black Friday.” Companies spend billions of dollars on marketing efforts to get people to buy their products. Using the website www.bfads.net click on the link that says “ad scans.” Look through these different ads to find examples of the following marketing concepts that we have discussed in class. Using a separate sheet of paper give an example of the following. Also be sure you name the store that you found the ad from.

1. Attribute
2. Product Classification
3. Competitor
4. Price and Quality
5. Price Competition
6. Non-Price Competition
7. Product Features
8. Options
9. Guarantee/Warranty
10. Emotional Motives
11. Rational Motives

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