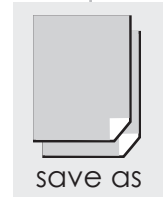


Maximum Score = 100
80-100: Good
60-80: Fair
Below 60: Need to work further

HOW TO WRITE A WINNING HEADLINE: CF-HD191001AS

- Please save this form on your desktop by selecting the Save As Icon below. Or choose *File > Save As*, specify a location and filename, and click *Save*
- Please answer all the questions.
- Please go to <http://www.adobe.com/products/reader/> to download a higher version of Adobe Reader.
- To receive the course certificate, you will need to complete this test and email it to chillifreeze@chilibreeze.com with the subject line "CF Certification: CF-HD191001AS". The course instructor will evaluate your course and on passing the test, you will be awarded the certificate.



Q1. Go through this list of headlines and class them as direct or indirect. Identify the emotional appeal used if any – such as love, pride, power, status, fear, etc.

- a. How to build a high-paying career, even a business of your own, in computer programming.
- b. Turns cassettes into dinosaurs.
- c. Let Panasonic home appliances do your homework.
- d. If she dares to dream, will you dare make her dreams come true?
- e. There's never been a total-body aerobic exerciser like this before.
- f. If we can create it in our minds, we can create it on the Canon Color Laser Copier."
- g. Don't forget scooters go as fast as cars.
- h. Rent the Eagle Premier. Fly first class free.

Q 2. Look at the following ad campaign for apartments. What emotion/desire do these ads appeal to?

Ad 1-3

SJR
GROUP

*Remember how her eyes lit up
when you gave her those roller skates?*



Kids love to play. In fact, you want them to get out more often. With over an acre of open area, SJR Spencer, a residential complex, where you will never complain of your kids being couch potatoes.

Spacious 2 & 3 bedroom luxury apartments at Marthalli, Airport Road, with beautifully landscaped area, swimming pool, skating rink, jogging track, fitness centre, children play area and a lot more, home for just 154 discerning families.

Ideally located with easy access to the IT corridor, reputed schools, hospitals and multiplexes. It's the perfect living space for you.

You owe it to your loved ones.

Spencer
The perfect living space
MARATHALLI, AIRPORT ROAD

No.49, 27th Main, 1st Stage, BTM Layout, Bangalore 560008.
Phone: 56800044/56800066/51201111/56800022
Email: sales@sjrgroup.com. Website: www.sjrgroup.com

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Next

Ad 2-3



*Remember how much
a shopping spree cheers her up?*



You must have noticed how it lifts your wife's spirits when she steps into a shopping mall. With, SJR Spencer being minutes away from the shopping malls you won't have to go too far to cheer her up. It's her way of unwinding after a long, hard day.

Spacious 2 & 3 bedroom luxury apartments at Marthalli, Airport Road, with beautifully landscaped area, swimming pool, skating rink, jogging track, fitness centre, children play area and a lot more, home for just 154 discerning families.

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Ad 3-3



Remember those long walks
he used to look forward to?



Your father loved walking down those roads bordered with trees. He said it kept him fit. At SJR Spencer, with over an acre of open area, he gets to go for those long walks. And so do you.

Spacious 2 & 3 bedroom luxury apartments at Marathalli, Airport Road. with beautifully landscaped area, swimming pool, skating rink, jogging track, fitness centre, children play area and a lot more, home for just 154 discerning families.

Ideally located with easy access to the IT corridor, reputed schools, hospitals and multiplexes. It's the perfect living space for you.

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Q3. Write:

- a. The cutest headline you can think of for a pet shop.

- b. The wackiest headline you can think up for a time machine.

- c. The most romantic headline you can think of for a tourist resort.

- d. The most powerful headline you can think of for the preservation of any natural resource.

- e. The naughtiest headline you can think of for a chocolate.