

Activity 2: Financial Product Advertising

In small groups of 3-4, choose one of the five ads below. Work with your group to answer the following questions. Be prepared to present your answers.

Q1. What is the product? Who is selling it? Google the advertiser if you are not familiar with them.

Q2a. What selling / advertising techniques do they use?

Q2b. Do you think these techniques were successful? Why / why not?

Q3a. What is a 'demographic'? Define the word and give 3 examples.

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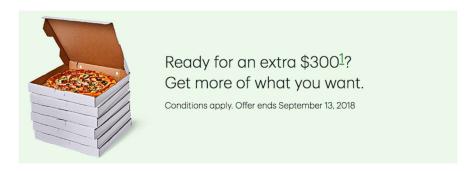
Q3b. Who do you think this product was created for (who is the target demographic)?

Q3c. If you were part of that demographic, would you buy this product? Why / why not?

Q3d. What else do you think the advertiser could have done to appeal to that demographic?

Q4. Pretend you're marketing the same product, but to a different demographic of your group's choice. Sketch out your own ad - make sure your group makes it appealing to your chosen demographic, without drastically changing the offer / product being advertised.





Get started by opening a new eligible TD Chequing Account

TD Bank

TD Canada Trust: Get \$300.00 When You Open a New TD Chequing Account



THIS OFFER IS EXPIRED

Get some summer spending money with this bonus offer from <u>TD Canada Trust</u>, because you can get \$300.00 when you open a new TD Chequing Account!

There are two accounts eligible for the bonus -- the <u>TD Unlimited Chequing Account</u> and <u>TD All-Inclusive Banking Plan</u>. Both accounts offer unlimited transactions and other perks, with monthly fees of \$15.95 (waived with a balance over \$4000.00) and \$29.95 (waived with a balance over \$5000.00), respectively.

You can enroll online or in a TD Canada Trust branch and you must complete *any two* of the following in order to be eligible for the \$300.00 bonus.

- ▶ Online Bill Payment -- make an online bill payment of at least \$50.00 through EasyWeb or the TD app before November 15, 2019
- ▶ Recurring Direct Deposit -- set up a recurring Direct Deposit from your employer, pension provider or the government before November 15, 2019
- ▶ Recurring Pre-Authorized Debit -- set up a recurring Pre-Authorized Debit of at least \$50.00 before November 15, 2019

Once complete, the \$300.00 bonus will be deposited into your account within 12 weeks.

This offer is available to new or qualifying TD Canada Trust customers until September 20 -- click the Legal tab at the bottom of the <u>promo page</u> to view the complete terms and conditions for this offer.



Triangle™ Mastercard® makes life easier

Get ready to collect 4% in Canadian Tire Money[®] at any of our great stores... and so much more.

NO ANNUAL FEE



APPLY NOW

Get ready to be rewarded

Collect 4%[†] in CT Money



at Canadian Tire, Sport Chek, Atmosphere, Sports Rousseau, Hockey Experts, L'Entrepôt du Hockey and participating Mark's/L'Équipeur and Sports Experts stores.

Redeem[†] your CT Money



at Canadian Tire, Sport Chek, Atmosphere, Sports Rousseau, Hockey Experts, L'Entrepôt du Hockey and participating Mark's/L'Équipeur and Sports Experts stores.

Collect 5¢¹ per litre



in CT Money at Gas+ and participating Husky stations, every time you fill up

Turn Big Purchases into Small Payments



No fee, no interest financing* on qualifying purchases of \$200 or more at participating stores. <u>Learn More></u>

APPLY NOW





Believe the unbelievable.

It turns out the legends are true. The Motive™ Savvy Savings Account's 2.80% interest rate isn't a short term promotion. This rate is as real as it gets.



It's time to believe.

No minimum balance. No monthly fee. No blurry video footage. The perks of the 2.80% Motive $^{\text{TM}}$ Savvy Savings Account* are crystal clear. Heck, here are a few more:

- Free deposits
- 2 free transactions per month
- Unlimited free transfers between accounts
- Anytime access to your money*
- An (almost) unbelievable 2.80% interest rate*

It's not a trick (but it might be magic).

With its high returns and mythical flexibility, we understand if the 2.80% Motive™ Savvy Savings Account* seems too-good-to-be-true. But we believe everyone deserves to save their money quickly and easily. (And unicorns. We also believe in unicorns.)

Sign Up Now



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Client login

Open an account



Refer a friend in five easy steps

1. Log in to Qtrade Investor and click Invite a friend

(if you don't have an account, sign up online \rightarrow)

- 2. Refer your friend by entering their email
- 3. They receive a link to sign up for Qtrade Investor
- 4. They open an account and start trading
- 5. You both receive \$25 toward your portfolio!

Making a referral only takes a moment, and there's no limit to the number of people you can refer.

How it works:

- Both you and the person you refer must have or add a cash account
- The person you refer must fund their account with a minimum of \$1,000
- You will be credited in cash automatically at the end of the month in which the referee's account has been funded

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