

## 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 [TD Canada Trust](#), because you can get \$300.00 when you open a new TD Chequing Account!

There are two accounts eligible for the bonus -- the [TD Unlimited Chequing Account](#) and [TD All-Inclusive Banking Plan](#). 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 [promo page](#) 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%<sup>†</sup>  
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<sup>†</sup>  
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¢<sup>1</sup>  
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.

[Learn More>](#)

[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™ 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](#)







Client login

Open an account

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## Refer a friend to Qtrade Investor, earn cash in your account

Invite your friends to Qtrade Investor, Canada's top-ranked online brokerage. If they sign up for an account, you both earn cash toward your portfolio.



### 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](#) →)

**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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