

Commercial of Public Service Advertising?

Now that you can tell the difference between commercial and public service ads, categorize the following statements by placing an X in the appropriate column.

	Commercial	Public service
1. Ad campaign against drunk driving		
2. Radio spot announcing the next flu vaccine campaign		
3. It has been shown that prominent personalities who promote certain products (clothing, cars, toys, food, etc.) have an impact on sales figures. Are you for or against using stars in ads?		
4. Is advertising that promotes green products more acceptable?		
5. Live radio broadcast to promote a special event downtown		
6. Message from the Government of Québec announcing a new program or explaining a new law		
7. The provincial federation of dairy producers runs an ad to encourage people to eat or drink three or four portions of dairy foods and beverages a day.		
8. The contestants of the <i>Star Académie</i> singing competition encourage you to donate money for sick kids.		
9. Mathilda is wearing a “Buy Local” t-shirt she was given by the Enviro+ non-profit organization.		
10. Luc is given a promotion pencil that says “Tobacco can kill.”		
11. The mascot for the city’s Police Department is visiting your school to spread a crime prevention message.		
12. While at the grocery store, you are given a sample of a new organic bread.		