



Lesson 13.3: Where to Stay?

Name _____

Advertising Strategies

Positive		Example?
Positive images	Uses words or images that are happy and attractive; tries to make the viewer put these together these with a product	
Emotions	Says viewer will be happy or rich or have everything they want if they buy the product	
Recommendations	A celebrity or an expert recommends the product, and if the viewer gets it, they'll be better than everyone else	
Special offers	Offers a discount, coupon, or free gift to get the viewer to buy a product	
Negative		Example?
Being left behind	Tries to make the viewer feel like everyone else has the product, and if they don't have it too, they'll be left out	
Name calling	Compares the product to its competition and says the other is weaker or worse in some way	
Urgency	Makes the viewer feel like they need the product right away or they'll miss out	
Other strategies		Example?
Facts and figures	Uses statistics, research, or other data to make the product appear to be better than its competitors	
Repetition	Repeats a product's name or slogan over and over, so that it sticks in the viewer's mind	



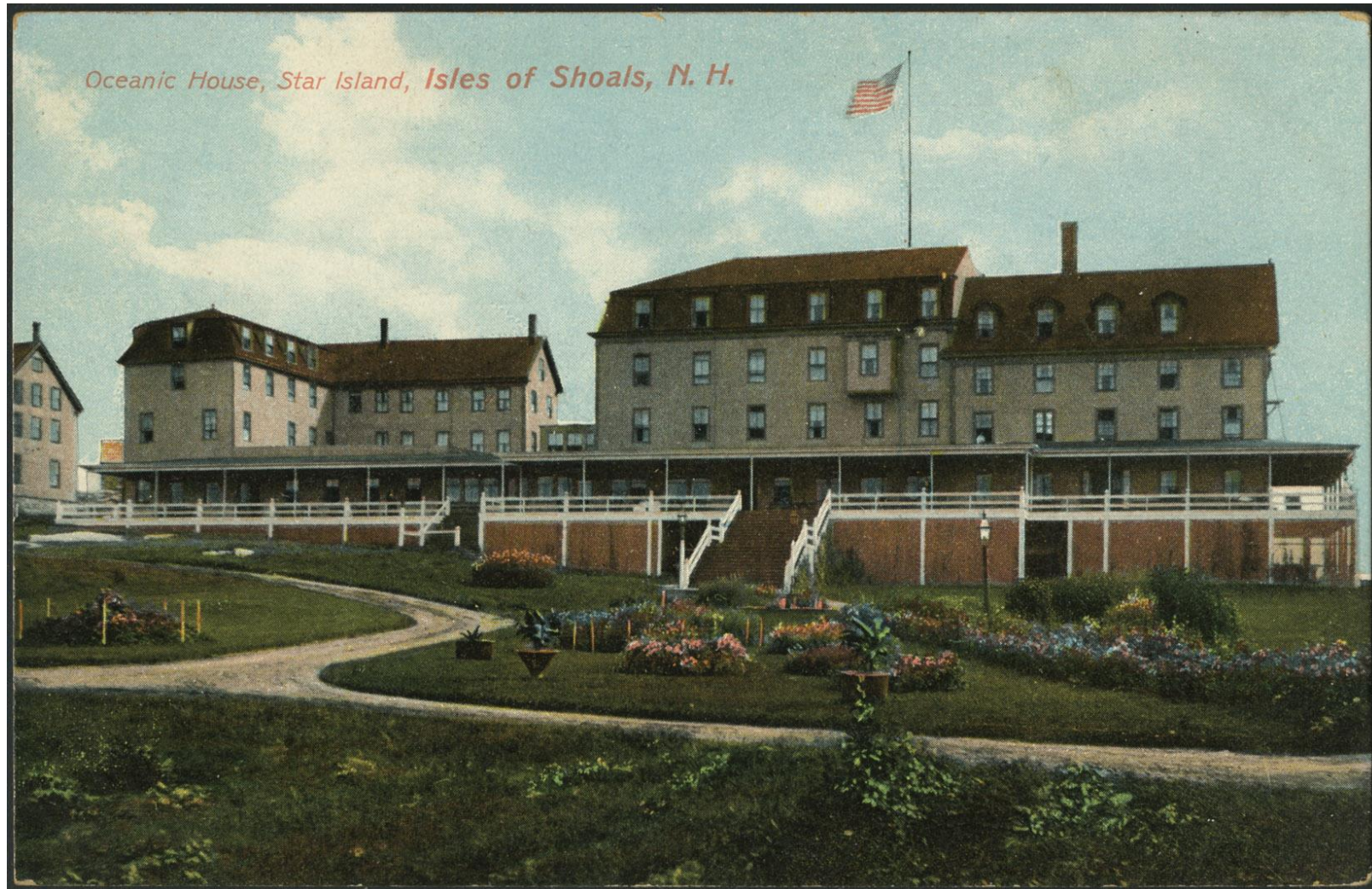
Lesson 13.3: Where to Stay?



The Wentworth Hotel, 1874
Source: New Hampshire Historical Society
Grand hotel category



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Oceanic House, Star Island, circa 1873–1915
Source: New Hampshire Historical Society
Grand hotel category



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Camp Cozy, circa 1922
Source: New Hampshire Historical Society
Summer homes category



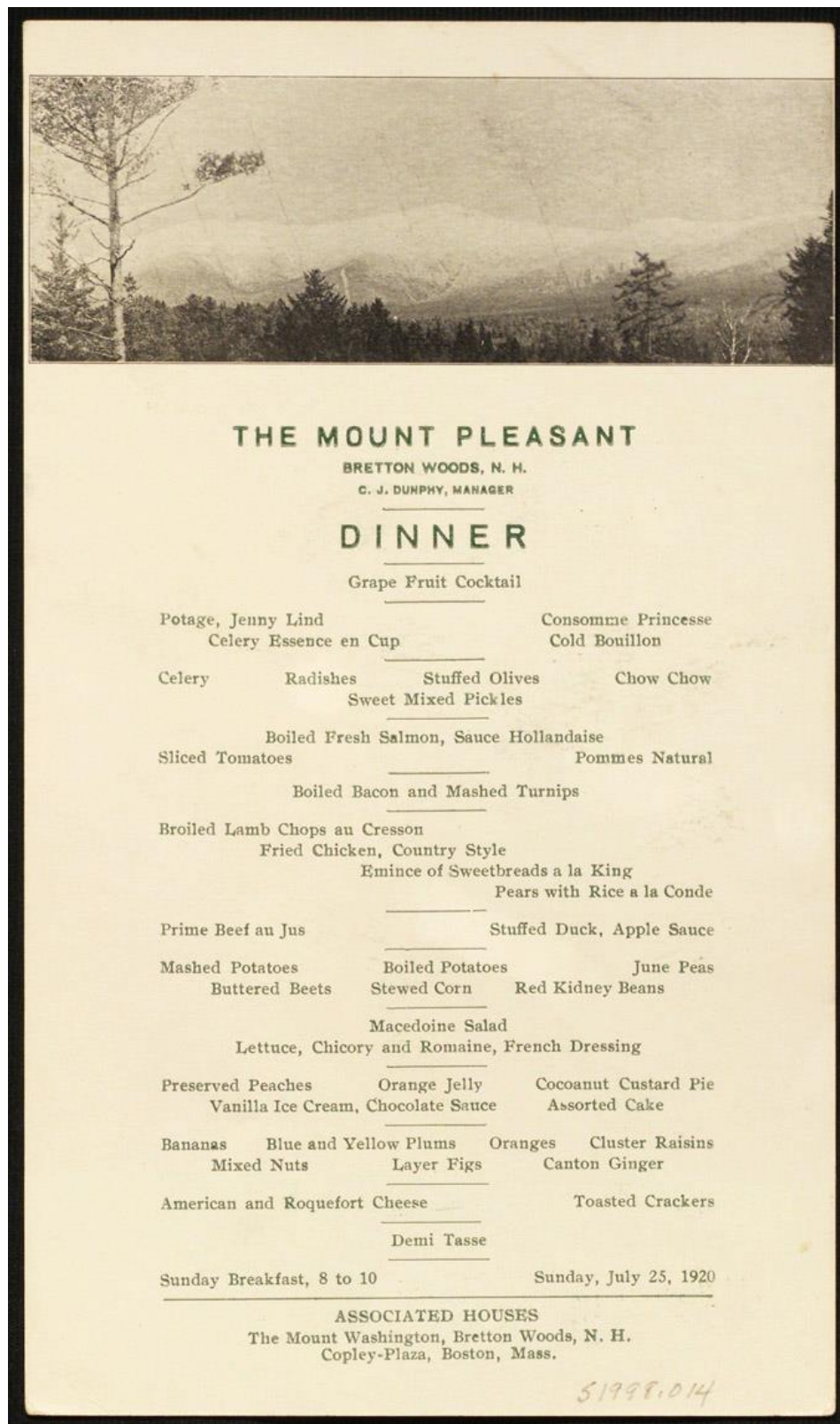
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Family Picnic on Isle of Shoals, undated
Source: New Hampshire Historical Society
Family camps category



Lesson 13.3: Where to Stay?



The Mount Pleasant House Dinner Menu, 1920
Source: New Hampshire Historical Society
Grand resort hotel category



Lesson 13.3: Where to Stay?



Follansbee House, Newfound Lake, circa 1900s

Source: New Hampshire Historical Society

Summer homes category



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Camping at Lake Sunapee, circa 1890
Source: New Hampshire Historical Society
Family camps category



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Relaxing in Camp, circa 1870s–1920s
Source: New Hampshire Historical Society
Family camps category



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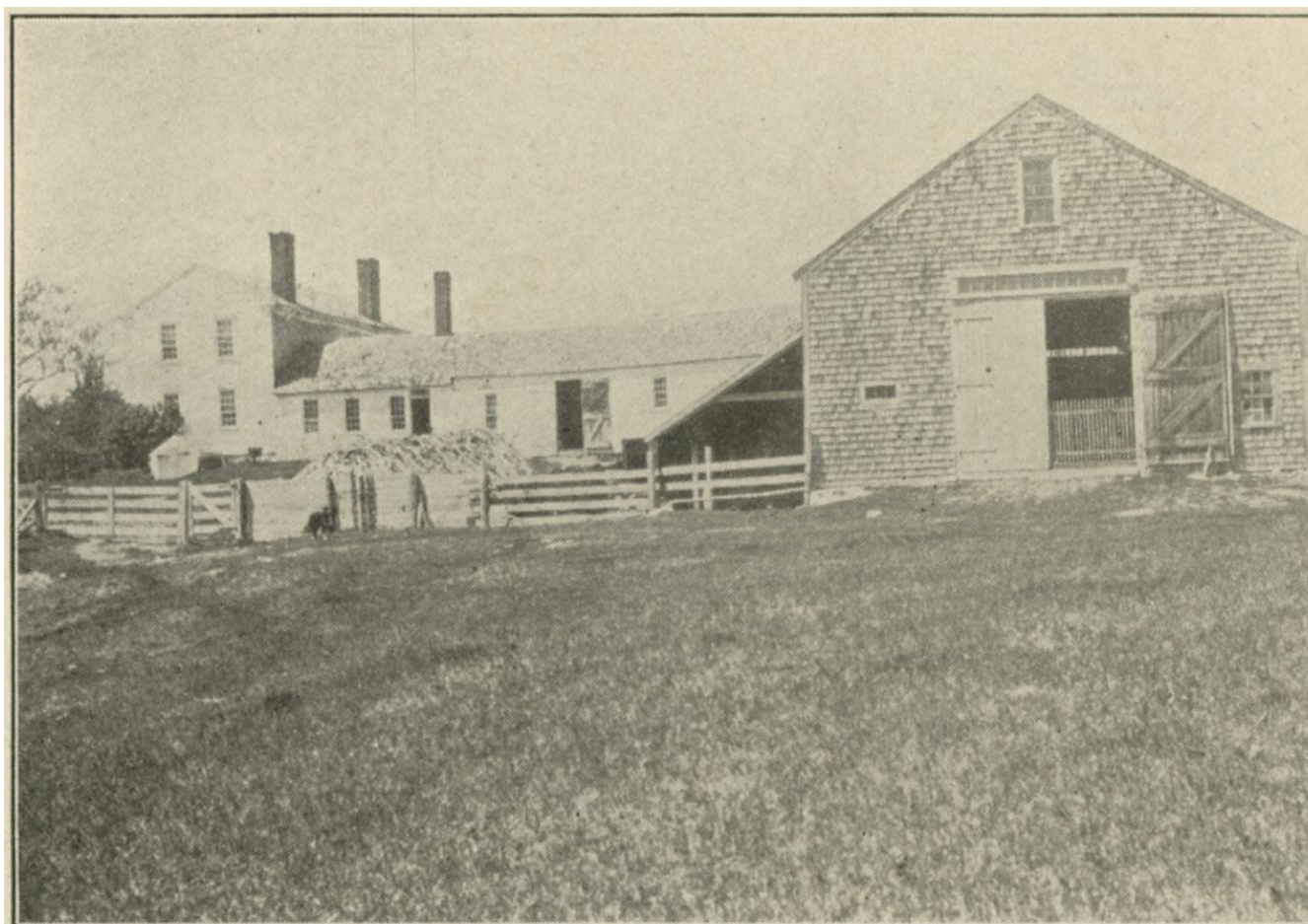
A Group Camping in New Hampshire, circa 1870s–1920s

Source: New Hampshire Historical Society

Family camps category



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PLATTS FARM.

Platts Farm Advertisement, 1905
Source: New Hampshire Historical Society
Summer homes category



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Gilman Farm Advertisement, 1905
Source: New Hampshire Historical Society
Summer homes category



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Advertising Lodging in New Hampshire

Come stay in beautiful New Hampshire! Your job: create an advertisement to persuade visitors to come to New Hampshire and spend their vacations.

A good advertisement should be attractive with visuals and include:

- Title of lodging
- Three reasons people should come stay there
- Details about the kind of lodging
- What you would like them to do (such as come stay, make a reservation, visit soon)

With your group, read the selection about where to stay in New Hampshire, look at the sources, and make notes to answer the questions.

1) What kind of lodging are you advertising?

2) What do people need to know about your kind of lodging?

3) Why would people enjoy your kind of lodging?

4) What advertising strategy or strategies do you think would be most effective for your advertisement? Why?



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Draft of Advertisement

Do you have:

- ☐ An attractive presentation?
- ☐ Visuals?
- ☐ The title of lodging?
- ☐ Three reasons people should come stay there?
- ☐ Details about the kind of lodging?
- ☐ What you would like them to do (such as come stay, make a reservation, visit soon)?
- ☐ Advertising strategy?

