

Conditional Statements in Advertising

Worksheet from David Pleacher

Conditional statements are often used in advertising in the form of a slogan.

For each of the advertising slogans listed below,

- a. Write a conditional statement for the advertising slogan.
- b. State the hypothesis and conclusion.
- c. Write the converse of the conditional statement.
If the converse is false, give a counterexample.
- d. Write the inverse of the conditional statement.
- e. Write the contrapositive of the conditional statement.

1. "When you say Budweiser you've said it all." -- Budweiser
2. "When better automobiles are built Buick will build them." -- Buick
3. "You'll wonder where the yellow went when you brush your teeth with Pepsodent." -- Pepsodent
4. "When you got it, flaunt it." -- Braniff Airlines
5. "You give us 22 minutes, we'll give you the world." -- WINS Radio, New York
6. "If Avis is out of cars, we'll get you one from our competition." -- Avis Rent A Car
7. "If life is discovered on Mars, it will come as news to you. On CBS Radio." -- CBS
8. "If you've seen the traffic in Paris, you ain't seen nothing yet." -- Qantas
9. "If anyone can, Canon can." -- Canon
10. "If you smoke please smoke Carlton." -- Carlton Cigarettes
11. "If I've only one life let me live it as a blonde!" -- Clairol
12. "A day without orange juice is like a day without sunshine." -- Florida Citrus Commission
13. "When your shoes shine so do you." -- Kiwi Shoe Polish
14. "If it isn't an Eastman it isn't a Kodak." -- Eastman Kodak

15. "When it rains it pours." -- Morton Salt
16. "If you think asparagus has a lot of iron, you don't know beans." -- Van Camp's Pork and Beans
17. "If gas pains persist, try Volkswagen." -- Volkswagen
18. "If we don't sell it, you won't need it." - The Range
19. "All that glitters is not gold." - Blackthorn Gold
20. "If you want to capture someone's attention, whisper." -- Coty Perfume
21. "If it's important to you, it's important to Plymouth." -- Plymouth
22. "Schaefer is the one beer to have when you are having more than one." -- Schaefer
23. "If you've got the time, we've got the beer." -- Miller
24. "If we can't guarantee it, we won't sell it." -- Les Swab Tires

This photo leads to another conditional statement!!



25. "If we can't, we won't." -- Les Swab Tires

26. "You haven't been to Idaho until you've been to Jakers." -- Jakers Bar and Grill in Idaho
27. "If it's too loud, you're too old." -- Hobo Village
28. "If it's Sunday, it's Meet the Press." -- Meet the press
29. "If you eat McDonald's, then you're lovin it." -- McDonald's
30. "If you use Old Spice, you smell like a man." -- Old Spice
31. "Red Bull Gives You Wiings." -- Red Bull
32. "Beanz Meanz Heinz." -- Heinz
33. "Once You Pop, You Can't Stop." -- Pringles
34. "Disney Land – The Happiest Place On Earth." -- Disney Land
35. "When You Care Enough To Send The Very Best." -- Hallmark
36. "You're Not You When You're Hungry" -- Snickers
37. "If it's KFC, then it's finger-lickin'-good." -- Kentucky Fried Chicken
38. "If you're at Olive Garden, then you're family." -- Olive Garden
39. "America Runs on Dunkin'." -- Dunkin' Donuts
40. "If you drink Sprite, then you will obey your thirst." -- Sprite
41. "If it isn't sliced fresh, then it isn't Jersey Mike's." -- Jersey Mike's
42. "If you hate Barbie, then this movie is for you." -- ad for the Barbie movie
43. "If you don't call, you don't save." -- Fred Loya Insurance