

TechDoodle

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Where might you find these labels?



Design a swing ticket for an expensive bag

Quick Test

Explain how products can be displayed in shops to encourage people to buy them

Knowledge is power

My favourite advert is

Answers
Labels - on children's nightwear
Quick Test - with other items in the range, on models, by the till, in store adverts, special offers e.g. 2 for price of 1

The greatest barrier to success is the fear of failure
(Sven Goran Erikson)

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Law or voluntary regulation?



	MACHINE	HAND WASH
	warm	warm
	minimum wash	
cold rinse, short spin, do not wring		



Why are celebrities used to sell products?

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-
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Anagrams

- Tinternie
- Posh
- Lutogogae
- Lima dorer
- Rehi capsureh

What am I?



Answers
Laws & regulations - displaying the fibre content is a law, care labels are voluntary, BS5852 is a law for furnishing fabrics
Celebrities - People want the same lifestyle and will buy the products they think will give them this, modern western society is very focused on celebrity culture, celebrities are well known and therefore adverts and products will be noticed by more people immediately than if an unknown person is used
What am I? - The woolmark - guarantee that product is made out of 100% wool, the Cotton mark - guarantee product is made out of 100% cotton
Anagrams - internet, shop, catalogue, mail order, hire purchase