

# The Impact of Advertising – Slogan Match

*With a partner, match all of the advertising slogans on the left with the correct corresponding brand on the right.*

## Slogan

1. The beer drinker's light beer
2. The king of beers
3. Head for the mountains
4. Pleasure to burn
5. The captain was here
6. The silver bullet
7. It's all about the beer
8. The dark light beer
9. Look up, see blue
10. Hit the trail
11. Tonight, let it be...
12. Brewing the mixture of life's elixir
13. Come to Marlboro country
14. Make it Mike's
15. The champagne of beers
16. Tastes great, less filling
17. The moose is loose
18. Alive with pleasure
19. We'll sell no wine before its time
20. You've got the green light
21. America's world class beer
22. You always remember your first girl
23. The one beer to have when you're  
having more than one
24. Always there in a pinch
25. It just doesn't get any sweeter than this
26. Leave the bull behind

## Brand

- a. Kipling Light
- b. Marlboro
- c. St. Paulie Girl
- d. Schaeffer
- e. Camel
- f. Mike's Hard Lemonade
- g. Rock Green Light
- h. Amstel Light
- i. Magic Hat
- j. Skoal
- k. Winston
- l. Miller High Life
- m. Long Trail Ale
- n. Budweiser
- o. Coors Light
- p. Lowenbrau
- q. Paul Mason
- r. Samuel Adams
- s. Heineken
- t. Swisher Sweets
- u. Miller Lite
- v. Labatt Blue
- w. Captain Morgan Spiced Rum
- x. Molson
- y. Busch Beer
- z. Newport