

The Impact of Advertising – Slogan Match Answer Key

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

<u>Slogan</u>		<u>Brand</u>
1. The beer drinker's light beer	h	Amstel Light
2. The king of beers	n	Budweiser
3. Head for the mountains	y	Busch Beer
4. Pleasure to burn	e	Camel
5. The captain was here	w	Captain Morgan Spiced Rum
6. The silver bullet	o	Coors Light
7. It's all about the beer	s	Heineken
8. The dark light beer	a	Kipling Light
9. Look up, see blue	v	Labatt Blue
10. Hit the trail	m	Long Trail Ale
11. Tonight, let it be...	p	Lowenbrau
12. Brewing the mixture of life's elixir	i	Magic Hat
13. Come to Marlboro country	b	Marlboro
14. Make it Mike's	f	Mike's Hard Lemonade
15. The champagne of beers	l	Miller High Life
16. Tastes great, less filling	u	Miller Lite
17. The moose is loose	x	Molson
18. Alive with pleasure	z	Newport
19. We'll sell no wine before its time	q	Paul Mason
20. You've got the green light	g	Rock Green Light
21. America's world class beer	r	Samuel Adams
22. You always remember your first girl	c	St. Paulie Girl
23. The one beer to have when you're having more than one	d	Schaeffer
24. Always there in a pinch	j	Skoal
25. It just doesn't get any sweeter than this	t	Swisher Sweets
26. Leave the bull behind	k	Winston