

Hyperbole in Ads

| Commercial | Explain the exaggeration. | How does the exaggeration help sell the product? |
|--|---------------------------|--|
| Deodor Workds "Lab Test" | | |
| Bounty "Select a Size" | | |
| Febreze "Party Project" | | |
| State Farms "Attacking Buffaloes" | | |
| Progressive "Discount Delivery" | | |
| Glasses.com "Fit your Character" | | |

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| Red Bull "Gives You Wings" | | |
| Geico "Even a Caveman Could Do it" | | |
| Jimmy Johns "Hostages" | | |
| Pepsi "Godfather: Pepsi vs. Coke" | | |
| Degree "Bear Wheel" | | |
| Geico "Dracula at a Blood Drive" | | |