**Influence Cards**

**Number**

**Unit 6 Line Master 7a**



|  |  |
| --- | --- |
| Celebrity endorsement | Social media influencer |
| Friend recommendation | 5-star product reviews |
| Package design | TV advertisement |
| Brand reputation | Family influence |
| Peer influence | Price discount |
| Trend or fad | Environmentally friendly |
| Convenience | Product guarantee |

 **Influence Cards** (cont’d)

**Number**

**Unit 6 Line Master 7b**

|  |  |
| --- | --- |
| Advertising jingle | Expert opinion |
| Product demo | User testimonial |
| 2-star product review | Not environmentally friendly |
| Poor quality | Coupon |
|  |  |
|  |  |