

Number
Unit 6 Line Master 7a

Influence Cards



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

Number
Unit 6 Line Master 7b

Influence Cards (cont'd)



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