**HOW MARKETERS ARE TARGETING YOU**

**Find three examples of each marketing technique(*Stealth Endorsers, Ambient Advertising, Naming Rights, Targeted Advertising, Cross Merchandising, Product Placement, Digital Advertising)*, and present your results in a Powerpoint presentation.**

**On a concluding slide explain which technique you feel that:**

1. **You see being used most frequently**
2. **Is most effective in targeting consumers.**