

Advertising Cliché Cheat Sheet

Cliché

Try Instead...

Cute Animals

- Animals with great personalities
- Animals tired of being objectified because of their looks
- _____

Elderly Couple Overcoming a Struggle by Holding Hands on a Beach

- Elderly couple overcoming a struggle by tag team cage fighting
- Elderly couple holding hands on beach without causing any lens flares
- _____

Diverse People Completing a Motivational Sentence Together

- Diverse people completing a single word together
- One person completing a sentence without any help
- Diverse people completing a nonsensical sentence together
- _____

High Speed Car Chase

- Leisurely car chase
- High speed Rascal scooter chase
- Car chase that tries to abide by traffic laws
- _____

Making Fun of Hipsters

- Making fun of making fun of hipsters
- Making fun of original, 1940's hipsters
- _____

Women Struggling With Their Weight

- Women struggling with foreign policy
- Ronald McDonald struggling with his weight
- Women struggling with the weight of a large sandwich
- _____

College Student Ad Mentioning Free Food

- College student ad mentioning free strippers and test answer keys
- _____

Sex Appeal

- Sex Appeal (Some things just never change.)