CASE180 Exercise

**Example**

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| **Product / Service :** Poopourri | | |
| **Components** | **Advantage Statements**  **How it solves problem. What the product or services does, helps, or helps you to avoid** | **List 3 sentiments for each advantage** |
| 1. Warranty : Stink free guarantee | * If it doesn’t work, Full refund | Success and Security  Pain |
| 1. Essential Oils | * Masking the stench, Leaving not a trace that you were every there * Traps those in embarrassing odors at the source by creating a film on the water's surface. * Releases pleasant aromas so all those around you smell is a refreshing bouquet of essential oils * Avoid using unhealthy Aerosol fresheners | Pride and Vanity  Fear  Success and Security  Pleasure  Desire |

**Your Turn**

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| **Product / Service :** | | |
| **Component** | **Advantage Statement** | **List 3 sentiments for each advantage** |
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