

Ad Copy Practice Test Questions and Answers

1. What is the most important element of effective ad copy?

- A) Complex technical language
- B) Clear value proposition and compelling call-to-action
- C) Lengthy detailed descriptions
- D) Multiple font styles

2. Which psychological principle is most effective in ad copywriting?

- A) Confusion and complexity
- B) Urgency and scarcity
- C) Lengthy explanations
- D) Technical specifications

3. How should benefits be presented in ad copy?

- A) Focus only on features
- B) Emphasize customer benefits over product features
- C) Use only technical terms
- D) Avoid mentioning benefits

4. What makes a headline effective in advertising?

- A) Generic statements
- B) Attention-grabbing and benefit-focused
- C) Company name only
- D) Technical jargon

Answers: 1-B 2-B 3-B 4-B

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