



Section 4: Cryptic Intelligence

Exercise 11

This exercise gives you practice in uncovering those hidden messages.

What's the message?

Put the correct letter of the message with these real bank taglines.

A = we'll find you money.

D = everything is possible.

B = you'll get richer with us.

E = you are safe here.

C = we'll take good care of you.

F = It's too hard for you to understand

- We built this bank for you.
- Grow with us.
- Because life's complicated enough.
- Making more possible.
- NOT for profit. For people.
- Banking. No boundaries.
- Bank of Opportunity.
- Higher Standards.

- We don't no!
- Smooth banking ahead.
- Your name does it all.
- It's all about the good life.
- You rate better here.
- Stability, strength, safety.
- Where common sense lives.
- Spend your life well

You see and hear these advertising taglines every day and they unconsciously influence your thinking and decisions. Now you can read between the lines with cryptic intelligence and make your own decisions.