



Vic Skeptics December 2018 Crossword

Theme: Weasel Words and Advertising Come-Ons

By Ken Greatorex

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ACROSS:

1. An association dedicated to a particular interest or activity [4]
6. Japanese currency [3]
8. & 10 across & 12 across & 13 across:
10. See 8 across
12. See 8 across
13. See 8 across
14. Turmoil, commotion, tumult [6]
15. Popular variety of beer [3]
17. Reckitt Benckiser's persistent advertising claim that their Nurofen brand "_____" specific areas of the body was found to have no clinical basis, resulting in heavy fines [7]
19. In-crowd [6]
21. Brilliant display [5]
22. Female hare, rabbit, rat, ferret, or kangaroo [3]
24. A recommendation from a famous person, usually of expertise unrelated to the product, who has been paid to say how good the product is [11]
28. A frequently used buzz-word which could be construed as saying that the product is no longer as unfit for purpose as it once was [8]
31. Evil, blight, scourge, malediction [5]
32. Copies [6]
33. Us [2]
34. Indolent [4]
38. Nearly; almost. Used as a Weasel Word to compare the product being promoted to a similar product of greater reputation. *"Although A is _____ the same as B, it costs a lot less"* [9]
36. Either [2]
40. Come apart [7]
42. Managed food intake especially for weight loss. Australians spend \$650 million per year on related products [4]
43. French friend [3]
45. Number [3]
46. _____ means 'aids' or 'assists' and nothing else. Yet ... '_____' is the one single word which, in all the annals of advertising, has done the most to say something that couldn't be said. Because the word '_____' is used to qualify, almost anything can be said after it. (William H. Shaw, Business Ethics: A Textbook with Cases, 7th ed. Wadsworth, Cengage, 2011) [5]
48. There are some possible savings to be made; but the advertising is skewed because it highlights the upper extreme of possible discounts on offer. *"Save _____ 20%*

on our range of refrigerators” [2, 2]

49. See 48 across

51. Made a special attraction. “As _____ on TV” [8]

53. Bashful [3]

54. An invitation to shop strategically in order to amass credit towards further purchases down the track. “*And before you think about spending any extra money in order to earn points, weigh up the reward benefit by multiplying the points by 0.01 – the result will be the approximate dollar value of your points*” (Choice Magazine) [4, 5, 6]

55. See 54 across

57. See 54 across

59. Stripped of complications; basic; simple [4]

61. Toward the rear of a boat [3]

65. We [2]

66. The title of a popular Australian TV series about advertising, it refers to the psychological moment a customer forgets why he or she has entered a store and is persuaded to purchase something else [3, 5, 8]

68. See 66 across

69. See 66 across

70. For example [2]

71. Aka “*Two for the Price of One*” and used so frequently as a promotional gimmick that it carries the acronym BOGOF [3, 3, 3, 3, 4]

72. See 71 across

73. See 71 across

74. See 71 across

75. See 71 across

DOWN:

1. The twelfth Dr Who [7]

2. Flying saucer, for example [3]

3. Badly behaved child [4]

4. A strong wind in the range 50 – 100 km/h [4]

5. “similar to”, a term often used loosely in advertising comparing the product on sale with other available products, but without precision [4]

6. Big Foot’s Himalayan cousin [4]

7. Over-used word which wrongly implies that goods which are not synthetically produced are always safer than those which are [7]

9. Of or by the mouth [4]

11. This word has the greatest number of definitions (431) in the Oxford English Dictionary. One of those is “to congeal” [3]

15. Arrive at a consensus [5]
16. _____ Words are those words or phrases used in advertising and politics which are that are intentionally ambiguous or misleading [6]
18. What is advertised as a _____ is sometimes called a "loss leader" by the vendor. It refers to an object for sale significantly cheaper than its notional value to attract customers to that retail outlet [7]
19. Moves nearer; arrives at a specified place [5]
20. The lion [3]
22. Indicates that the sale price is somewhat less than the full price; however, the notional full price might be quite arbitrary [10]
23. In Australia, some alternative medicines which would fail any clinical test of efficacy for the claims they make are being allowed to be sold because they are "_____" i.e. there is a perceived link to folk medicine [11]
25. Total [3]
26. Prefix denoting the number three [3]
27. Novel. A word much used in advertising which has appeal but which makes no guarantee of quality.
29. Highly overused Weasel Word which merely puts forward the possibility that the product might be of some use, thus entirely freeing the vendor of the charge of making a false claim [3]
30. Enormous [4]
35. Similar to 48 across. Where variable discounts are being offered on a variety of goods, this phrase skews perception because it concentrates on the extreme end of that spectrum. "Save _____ 20% on our range of footwear" [2, 4, 2]
36. A period during which a shop or dealer sells goods at reduced prices [4]
37. "On sale for a _____ of its normal price!" 99%, perhaps? [8]
38. Confer or bestow authority [4]
39. The affirmative [3]
41. This word sounds good; it seems to claim that the product reliably meets its claims - but is not very meaningful without a quantifier. "This drug is _____ against coughs and colds"
42. Immerse [3]
44. See 35 down
47. The proliferation of catalogues suggests that a significant portion of the advertising budget is spent on this [8]
50. The attempt to create a nexus in the consumer's mind between the product and some desired outcome (e.g. breakfast cereal and sporting prowess) [7]
52. Not obvious. Advertising of some products has a "feel-good" theme with an _____ link to the product being advertised [7]
53. Urban agglomeration which is part of a larger urban agglomeration [6]

56. Chair, for example [4]
58. Companion animals. Sales of food, vet supplies and other related products in this area in Australia are about \$7 billion annually [4]
60. See 35 down
62. Despite frequent use of this Weasel Word, no retail item is ever this; the actual cost has been disguised in some way (See 71 across as an example) [4]
63. This, attached to an item on sale contains a notional price and other information such as size or material used. [3]
64. One who utilises or employs something [4]
67. In Astronomy and Geology, a unit of time equal to a thousand million years [3]

SOLUTION

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