

Name: _____ Class: _____ Date: _____

Advertising is a multibillion-dollar industry. It is all part of our lives because advertising is everywhere and we are the target. Companies pay for advertising because it works. Being aware of the tools and techniques used will mean that you are educated and less susceptible to the barrage of advertising no matter where it comes from – print, audio or digital.

The task today is to look up advertisements and try to name the techniques used to sell the product. With a little reflection, we can become more informed consumers.

So, look up some advertisements (ads) and answer the questions.

Look up a **print** advertisement.

Source (where did you find the advertisement)?:

What is the product or business being advertised?:

What is the target audience do you think (age group or demographic)?:

What techniques are being used – try to list at least a couple and explain a bit what was used:

What made the advertisement stand out for you?

Would you buy this product?

Look up an advertisement online that would have been played on TV (Superbowl ads are really good):

Source (This could be the URL)?:

What is the product or business being advertised?:

What is the target audience do you think (age group or demographic)?:

What techniques are being used – try to list at least a couple and explain a bit what was used:

What made the advertisement stand out for you?

Would you buy this product?

Look up an Online advertisement (One that pops up during another video or website view).

Source (where did you find the advertisement)?:

What is the product or business being advertised?:

What is the target audience do you think (age group or demographic)?:

What techniques are being used – try to list at least a couple and explain a bit what was used:

What made the advertisement stand out for you?

Would you buy this product?