



WHAT'S IN AN AD?

Look at the ad and answer the questions below.
Attach your ad to this worksheet.

1. What is the first thing you notice about the ad?

2. What company paid for the ad?

Hint: look for a logo – a symbol used by companies to identify their products.

3. What is the ad trying to get you to buy, do or think?

4. What tactics are the company using to sell their product?

(For example: celebrities/star power, games/contests, sponsorships, sexy/cool/fun, athletic, health halo, cartoon characters)

5. Does this ad make you want to buy the product? Why or why not?
