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)

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

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