

It All "Ads" Up

Group Members:

1. What is the product featured in your advertisement?

2. What age group do you think the advertisement is trying to reach?

_____ 8-10 years old _____ 11-13 years old
_____ 14-18 years old _____ adults

3. What information in the ad makes you think this is the age group for which the ad is designed?

4. Does the ad appeal primarily to boys, girls, or both?

5. What information in the ad makes you think that this is the group to whom the ad appeals?

6. Which of the following advertising appeals are used? (Some ads use more than one type of appeal.) Underline, circle, or draw an arrow to pictures or statements on the ads that support your answer.

Brand name familiarity (Logo, slogan, jingle)

Celebrity endorsement (If you buy this, you'll be like me.)

Authority endorsement (Doctors or scientists or teachers or other experts recommend this.)

Bandwagon (Everyone has it or everyone is doing it.)

Quality comparison (Our product is better than other, similar products.)

7. Does the ad include statements of fact about the product? Yes ____ No ____
Use a marker to highlight some of those facts.

8. How could a consumer use these facts to make a decision about buying this product?

9. Does the ad include opinions about the product? Yes _____ No _____

Use a different color marker to highlight some of those opinions.

10. How could a consumer use these opinions to make a decision about buying this product?

When you have finished labeling and marking your ad, and have glued it to the construction paper, you may add other information about the ad that you think may help to explain or support the answers you have given.