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.