

Power Of The Ad

Anticipation Guide



Look at three ads and reflect on the questions in the chart. Answer each one with your ideas and opinions related to each ad.

Ad	What is the ad selling?	What is the ad saying or suggesting?	Would you buy the product? Why/why not?
Ad 1			
Ad 2			
Ad 3			

1. How are the three ads you chose alike?
2. How are they different?
3. Take a closer look at one of the ads you selected. Is the advertiser's point of view different from yours? Explain.