

Power Of The Ad

Graphic Organizer



Using your learning about common advertising techniques, you will analyze four ads. Reflect on each question in the chart.

Ad	What is the ad selling? Who is selling the product?	Who is the target audience? Which technique(s) are used to sell the product?	Does the ad appeal to you? Why/why not? Would you buy this product?	Is the ad misleading? How do you know?
Ad 1				
Ad 2				
Ad 3				
Ad 4				

After evaluating each ad, which product out of the four would you purchase? Justify your answer.