

Name: _____

How Can We Get People to Buy our Product?

Analyze an advertisement by answering each of the following questions.

How is the advertisement intended to make you feel?

Do you think the advertisement is truthful? Explain.

Does this advertisement communicate information that is useful or helpful for you? Why or why not?

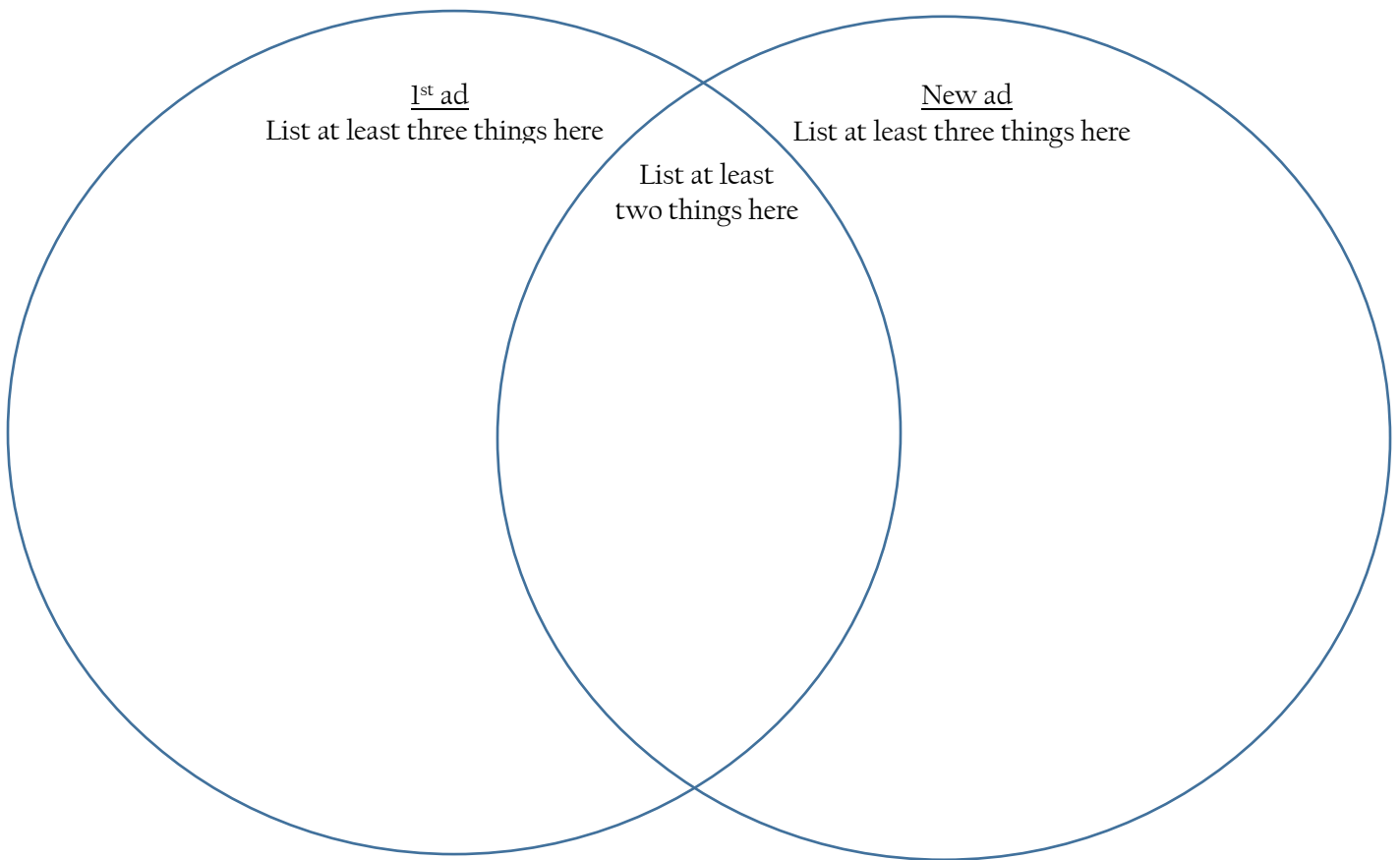
Does this advertisement actually make you want the product more? Why or why not?

What could the producer do to make you want the product more?

_____ Based on your answers above, rate this advertisement on a scale of 1 ("not a good ad") to 10 ("A very good ad").

Explain why you rated it this way.

Next, find another advertisement to compare and contrast with the one you just analyzed, using the diagram below. Label each circle with the name of the product being advertised.



List three things that you learned from your analysis that you can use to design your own advertisements.

- 1.
- 2.
- 3.

Lastly, create an advertisement that you might use for your own product. You may use different media (music, digital, paper, etc.) to create the advertisement.