Name:

Date:

Facilitator:

School:

10.03 Advertisements

Directions: Choose one advertisement from the Admongo Ad Library (linked on the Task page) to analyze. Answer the questions below.

Chosen ad name:

1. What is the author trying to get you to like or do?

2. Describe the picture.

3. What feelings does the ad evoke?

4. Is this ad creative? Explain.

5. What does the author want the audience to do?

6. Complete the chart below. Your product may have more than one appeal, characteristic, and / or technique.

|  |  |  |  |
| --- | --- | --- | --- |
| Product’s Name | Emotional Appeal | Characteristics | Technique |
| 1. | a. | a. | a. |

Directions: Create an ad for something imaginary. You can create your own product or create a campaign that encourages people to be active. Make sure you develop a theme, logo, and slogan. Think about all of the persuasive techniques from the lesson.

|  |
| --- |
| Create your ad here. |