**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Hour: \_\_\_\_**

**English 110**

**Ad Analysis**

**Advertising Strategies 20 pts**

**Overview:**

We need to be careful analyzers of the images we encounter every day. In this exercise, you are asked to employ your developing knowledge of common advertising strategies by finding advertisements that illustrate various strategies.

**Directions:**

Part I

Looking through magazines, your group is to find **five** advertisements that demonstrate five of the Common Advertising Strategies. Star Power, Amazing Toys, and Selective Editing are excluded for this assignment. Once your group has found five ads indicating five different strategies, complete worksheet labeled Strategies.

Part II

Each member of the group is to choose one of the ads and answer the following questions:

1. What is the brand name / product? In what magazine did the ad appear?
2. What camera technique(s) are used?
3. Who do you think is the target audience?

# What is Target Audience?

A **target audience** is the group of people who the advertisement appeals to. For example, the readers of *Glamour* magazine have specific values, needs, and interests. Within the pages of *Glamour*, there are advertisements that appeal to sub-groups of readers. To clarify further, an advertisement may appeal to the type of woman who values health and fitness. This means that in addition to being a member of the group of women who read *Glamour*, this lady is in the subgroup of women who value health and fitness, and who strive to incorporate fitness into their busy lives.

1. What are the most significant images found in the ad?
2. What are the ‘catchy’ words found in the ad?
3. What needs/desires are satisfied?
4. What fears are targeted?
5. What stereotypes are seen in the ad?
6. What strategy is used? Is there more than one that applies?
7. What is the underlying, overall message?

Names: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Hour: \_\_\_

**English 110**

**Ad Analysis**

**Advertising Strategies**

Ad # 1:

|  |
| --- |
| Strategy: |
| Explanation: |

Ad # 2:

|  |
| --- |
| Strategy: |
| Explanation: |

Ad # 3:

|  |
| --- |
| Strategy: |
| Explanation: |

Ad # 4:

|  |
| --- |
| Strategy: |
| Explanation: |

Ad # 5:

|  |
| --- |
| Strategy: |
| Explanation: |