



Name: \_\_\_\_\_

### Analyzing a TV Ad from Home

Watch a TV commercial at home and analyze it using the following questions:

Product type: \_\_\_\_\_ Brand Name: \_\_\_\_\_

During which program did you watch this commercial? \_\_\_\_\_

What day of the week, what time was it? \_\_\_\_\_

How long did the commercial last (exactly)? \_\_\_\_\_

What story did the commercial relate?

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What techniques are used to attract the consumer's attention? (lighting, sound, music, movement, colour, symbolism, etc.)

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Which audience (consumer group) was targeted by the ad? How could you tell?

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What persuasive techniques were used to sell the product?

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What message was the advertiser trying to send to the consumer?

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How effective do you think the commercial is in targeting its intended audience?

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Name: \_\_\_\_\_

## The Great Ad Hunt

Your group will receive a magazine, other print media, or Internet site to analyze. Your mission is to become experts in the type of advertising displayed in the ads displayed in the media.

### Compile the Statistics

How many articles does your medium contain?

\_\_\_\_\_

How many ads are there?

\_\_\_\_\_

What is the ratio of articles to ads?

\_\_\_\_\_

### Breakdown of Ads

Come up with categories for the ads (food, fashion, personal care, etc.) and write how many ads you find in each category.

### Graphic representation

As a team, come up with a way to represent your findings graphically (pie chart, bar graph, etc.)

### Analysis of Ads and Data

What do the statistics tell you about the audience targeted? (gender, age, income, interests, etc.)

Find one ad that typically describes the audience targeted by the advertising in the magazine. Describe the visual and persuasive techniques used by the ad.

### Present Your Findings

As a group, present your findings and your reflections concerning advertising in magazines.





## Persuasive Techniques in Advertising

**Bandwagon:** Arguing that people should act in a certain way because everyone else is doing it.

**Sex Appeal:** Sexy models and suggestive poses are used to sell the product.

**Appeal to Authority:** Having someone (usually a celebrity or an expert ) testify that they believe in this idea or product.

**Emotional Appeal:** Words, images or even music that appeals to people's emotions is used.

**Plain Folks Appeal:** Ordinary everyday people are used to send the message (if you can relate to the person talking, you more likely to trust the message).

**Snob Appeal:** Beautiful, rich people are used to send the message (you might act in a certain way or buy a product because you want to be like them).

**Exaggeration:** Making something seem better or more important than it is.

**Repetition:** Saying something (like a slogan) over and over again (it seems more believable if you hear it several times).

**Scientific or Statistical Claim :** Using statistics or "scientific" facts to persuade (e.g. *9 out of 10 doctors recommend...*).

**Complement the Consumer Claim:** The ad tries to flatter the consumer into buying the product.

**Unfinished Claim:** The ad claims the product is "better" or "more" but it does not finish the comparison.

**Weasel Words Claim:** Weasel words are used to make products seem special or unique.

**Magic Ingredient Claim:** Claiming to contain a special and exclusive ingredient that performs miracles (*usually has a scientific sounding name like XB-500*).

**Rhetorical Question Claim:** The ad asks a question in such a way that the consumer has no choice but to say yes and see how logical it is to buy that product. (e.g. *"Who could ask for anything more"*).

## Questions to Ask When Analyzing Ads

1. Which audience is the advertiser targeting?
2. What "needs" or "wants" is the ad tapping into?
3. What message is being sent to the consumer?
4. What techniques are used to send the message?
5. How am I influenced by this ad?

