

Name _____

Date _____

Analyzing an Ad, page 1

1. What product or service is being advertised?

2. What advertising technique does the ad employ? Choose from one of the following:

- **Humor**—Is the ad funny?
- **Celebrity Endorsement**—Does a celebrity promote the product/service?
- **Personal Testimonial**—Is a user of the product/service promoting it?
- **Image**—Will the product/service enhance your image? Does it look cool or sexy?
- **Product Quality**—Is the product/service of high quality?
- **Sale or Promotion**—Is there a special sale or limited-time offer advertised?
- **Other** (explain): _____

3. What is the message of the ad?

4. What about the ad immediately appeals to you?

5. What demographic (age and sex) do you think the ad is targeting?

6. Does the ad provide you with information related to what is most important to you when choosing what to buy? (If not, why do you think this information is not included?)

7. Do you think the ad is misleading? Why, or why not?

Analyzing an Ad, page 2

8. What are ways you would change the ad to make it meet your needs as a consumer?

9. Do you think the product/service advertised would improve your life? Why, or why not?

10. Are there more sustainable alternatives to buying this product/service—that is, alternatives that would more positively impact local and global economies, societies, or environments?

11. Think about things you have bought recently (in the last few weeks). Which one of the following MOST influences what you buy?

- **Advertising:** Encouragement from a company to buy its product
- **Appearance:** How a product looks
- **Brand loyalty:** You have a commitment to a certain brand and continue to buy this brand repeatedly
- **Country of origin:** Where a product was made
- **Durability:** How long something lasts
- **Environmental impact:** Environmental damage caused by creating the product
- **Labor:** How the workers who made the product are treated and paid
- **Popularity:** Bought and used by many people
- **Price:** How much something costs
- **Product warranty/guarantee:** A promise from a company to repair or replace something that breaks
- **Recommendation:** Someone you know encouraged you to buy a product that he/she uses

12. Do you think this is a good reason to buy a product? If not, how will you shop differently in the future?
