**What’s in an Ad?**

For each of the Youtube links to advertisements please answer the following questions for each Youtube commercial. **Ctl left click on each link to watch each commercial.**

Ad A: <http://www.youtube.com/watch?v=yXE_p_1Squg>

Ad B: <http://www.youtube.com/watch?v=iZp9kjnp2hw>

Ad C: <http://www.youtube.com/watch?v=2qfjaFtsjUM>

Ad D: <http://www.youtube.com/watch?v=J_iimOnx6Qk>

**Each response should be one full sentence or more. (This will be checked next class)**

1. What is the ad trying to sell to you?

Ad A:

Ad B:

Ad C:

Ad D:

1. What does the ad use to really get your attention. (Images, music, etc.) Explain in two sentences or more?

Ad A:

Ad B:

Ad C:

Ad D:

1. What is the purpose of this Ad? Who are the people they feel would really like to buy their product. What is the age range of these people too. Explain why?

Ad A:

Ad B:

Ad C:

Ad D:

1. Think of the music, action, people and story the ad uses. What image does their product represent? Or What do they want their product name to mean? (Example Very tough, the best) Explain in 2 or more sentences)

Ad A:

Ad B:

Ad C:

Ad D:

1. Explain the persuasive ways the commercial tried to get your attention and explain what stays in your head about their product after watching it? (Explain in 2 full sentences or more)

Ad: A

Ad B:

Ad C:

Ad: D