

Select an ad from the newspaper and answer the following questions:

1. Product being advertised? \_\_\_\_\_
2. Company selling product? \_\_\_\_\_
3. List 3 pieces of information of the ad reveals
  1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
4. Who is this ad targeted to? (i.e. Who is the business trying to get to buy this product? Males? Females? Parents? Age range?)
5. What would someone's buying motives be for purchasing this product? (i.e. Need) Provide 2 buying motives.
6. Do you recognize the business placing the ad? If so, what other products do they sell? If not, would you make a purchase from this company? Why? Why not?
7. What other means of advertising could (maybe does) this company use?