

Name: _____

Hour: _____

TV Commercial Activity

Directions: Over the next 2 days, you are to watch at least 1 hour of TV (sitcom, movie, sporting event, reality show, etc...). As you watch the show, answer the following questions about the TV commercials that come on. There are, on average, 36 commercials during a one-hour broadcast. You are to analyze only 20.

Product Being Advertised	Analyze the commercial: (Tell me what it's about and how the creator used creative advertising)
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	
11.	
12.	
13.	
14.	
15.	
16.	
17.	
18.	
19.	
20.	

Start Time: _____ Show Watched: _____ Stop Time: _____

What's the target market of the show and commercial that you watched?

What trend do you see in the commercials that follows the target market?
