

## Advertisement Analysis

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

Class: \_\_\_\_ ( )

A. Look at one of the advertisements you have collected and answer the following.

1. Where does your eye go first in the advertisement? Why?

\_\_\_\_\_

2. Describe the image.

Topic: \_\_\_\_\_

Colours: \_\_\_\_\_

Size: \_\_\_\_\_

Location in the advertisement: \_\_\_\_\_

Why do you think this image was chosen?

\_\_\_\_\_

3. Describe the words.

Colours: \_\_\_\_\_

Size: \_\_\_\_\_

Variety: \_\_\_\_\_

Why do you think they are presented in this way?

\_\_\_\_\_

4. Who do you think this advertisement targets? Think about age, gender and culture.

\_\_\_\_\_

5. Why do you think this particular audience has been targeted?

\_\_\_\_\_

6. Are there any logos (symbols or small designs that identify the company selling the product)?

Yes / No

7. Are there any slogans (short, memorable phrases that are easy to remember or grab your attention)?

Yes / No

8. What aspects of popular culture does this advertisement use?

\_\_\_\_\_

\_\_\_\_\_

## Advertisement Analysis

B. Look at the second advertisement you have collected and answer the following.

1. Where does your eye go to first in the advertisement? Why?

\_\_\_\_\_

2. Describe the image.

Topic: \_\_\_\_\_

Colours: \_\_\_\_\_

Size: \_\_\_\_\_

Location in the advertisement: \_\_\_\_\_

Why do you think this image was chosen?

\_\_\_\_\_

3. Describe the words.

Colours: \_\_\_\_\_

Size: \_\_\_\_\_

Variety: \_\_\_\_\_

Why do you think they are presented in this way?

\_\_\_\_\_

4. Who do you think this advertisement targets? Think about age, gender, culture.

\_\_\_\_\_

5. Why do you think this particular audience has been targeted?

\_\_\_\_\_

6. Are there any logos (symbols or small designs that identify the company selling the product)?

Yes / No

7. Are there any slogans (short, memorable phrases that grab your attention)?

Yes / No

8. What aspects of popular culture does this advertisement use?

\_\_\_\_\_

\_\_\_\_\_