

Ad Analysis

Your assignment is to find a fitness or health advertisement from a variety of media sources (e.g., newspapers, magazines, Internet, television) and examine the ad. We will be sharing your findings in class.



*Please attach advertisement!!

1. What is the product or service being sold in the ad? _____

_____.

2. What is the consumer demographic being targeted? _____

3. What are the ploys used to sell the product or service? (e.g., language, sexuality, testimonial).

_____.

4. What are the claims made by the product or service? (expected benefits)

_____.

5. Are there any dubious claims made? (If any) _____

_____.

6. Are there cost or payment options presented in the ad? _____

_____.

7. From your analysis, does this ad seem legitimate, misleading, effective, or questionable? Explain.

_____.

