Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Class \_\_\_\_\_

***Activity: Advertising Techniques***

**Directions:** Working with a partner, complete each of the sections below based on the provided ad. Assignment is worth **60 points.**



**Part I: Review Ad**

Take a look at the ad below. The company that created the ad wants it to appeal to teens ages 13–16. As you review the ad, think about how it is trying to reach you and your friends.

**Part II: Answer the following questions:**

* What techniques are used in the ad?
* Why do you think these techniques were chosen for this target audience (kids age 10-13)?
* Do you think the ad is successful? In general, would kids age 10-13 want to buy this product?

**Part III: Redo the Ad**

Now that you have seen the ad, think about how you might change it to appeal to kids your age. Use the back of this page to write your thoughts. Redesign the ad if you want!