

NAME: _____ DATE: _____ PERIOD: _____

Advertisement Analysis Project

TASK: Create a written analysis of an advertisement with a focus on persuasive appeals, branding, demographic, and description of the ad.

PROJECT INSTRUCTIONS:

1. Choose one advertisement found in a magazine.
2. You will write 2 paragraphs to analyze the advertisement by identifying the following specific aspects in full sentence and paragraph form.
3. Please write your paragraphs on a sheet of lined paper, and attached to the back of this assignment.
4. Please staple the advertisement to your written analysis.

PARAGRAPH 1: In your first paragraph, you will write an analysis that answers the following about the advertisement and company.

- What is the **Product** (what is being sold?)
- What is the **Company**, and what is their logo? (explain who the company is and describe their brand)
- What is their **advertising slogan**? Either for the product or the company itself. — *Example: “Just do it” - Nike. “Always fresh. Always Tim Hortons” - Tim Hortons (if missing, research the company’s slogan)*
- What is the targeted **demographic** (What age group and gender targeted, and explain how you know.)
- Identify which **persuasive/rhetorical appeal** you believe is used for this advertisement, and explain how you can tell.

PARAGRAPH 2: In your second paragraph, you will analyze and describe the advertisement in writing.

- What does the ad look like? What titles, text, images, and other defining features do you notice? How big is your ad?
- How do they represent the product? Is there an image of the product? What is it and what does the image look like? Does it represent what the consumer will buy?
- What are the main colours used and what do you think the colours represent/symbolize?
- How is the product is branded? How does the company display their logo? Where is the branding on the advertisement? Is it easy to identify which company the ad belongs to?

Note: Your topic sentence should identify what the product is and why it is being sold in this way. Your body details will respond to the questions above. Finally, your concluding sentence will summarize the purpose of your paragraph (**purpose = to explain what the product is, who is selling it, and why they are selling it**)

GRADING RUBRIC

Criteria Checklist	Completed
Identification of Product	
Identification of Logo	
Identification of Slogan	
Identification of Branding	
Identification of Color Symbolism in Ad	
Identification of Demographic	
Identification of Persuasive Appeal	
Correct Spelling, Grammar, and Conventions in Written Analysis	
Written Analysis is Neat and Readable	

Advertisement Analysis EXAMPLE:

This advertisement is for Arm and Hammer Double Duty cat litter. The advertisement features a cat named “Princess” standing by her litter box who thinks her “stuff” does not stink and explains how with this product she is correct. At the bottom of the advertisement the product is shown and facts about the product including a money back guarantee are given. The primary colours used in this advertisement are white, orange, and purple. White is used to symbolize cleanliness because this product will help keep your home smelling clean. Orange is used to symbolize balance, which this product creates in order to keep your home smelling fresh even with a litter box. Finally, the colour purple is used to symbolize royalty. The cat’s name is “Princess” and her litter box has a crown on it. She is royalty and deserves the best cat litter available.

In the bottom right corner of this advertisement, this product is branded. The logo is an arm holding a ham, and the slogan is “the standard of purity.” In addition, the logo and slogan are featured on the product shown in this advertisement. This helps make the consumer aware of the branding for this product because it is shown twice in this advertisement. The demographic for this advertisement is adult females probably in the 25 and above age range. The use of the cat and the colour purple help advertise this product to females. Also, the mention of a money back guarantee shows that the age range of this advertisement is adults who buy groceries again probably in the 25 and above age range. Ultimately, this advertisement uses the appeal to emotion primarily to persuade the consumer to buy this product. The use of the cat, an animal creates an emotional reaction to this advertisement. The consumer is meant to feel compassion and love for this animal, which would lead this person to want the best for the “Princess.” In this case, the advertisement suggests that Arm and Hammer Double Duty cat litter is the best litter for cats, and if the consumer loves his/her pet and wants the best for her, he/she will buy this product.

Paragraph 1 (Example)

Topic Sentence:

Body Details:

What is the product?	
What is the company?	
What is their advertising slogan?	
Who do you think the targeted demographic is? (Audience)	
Which persuasive appeal is being used in this advertisement? How can you tell? (You can identify more than one, but you must back up your reasoning)	

Concluding statement:

Paragraph 2 (Example)

Topic Sentence:

<p>What does your ad look like?</p> <ul style="list-style-type: none">- titles, text, images, or other defining features.- How big is the ad displayed?	
<p>How is the product represented?</p> <p>Is there an image of the product?</p> <p>What does it look like?</p>	
<p>What are the main colours used and what do you think the colours represent/symbolize?</p>	
<p>How is the product branded? How does the company display their logo? Where is the branding on the advertisement? Is it easy to identify which company the add belongs to?</p>	
<p>Which persuasive appeal is being used in this advertisement? How can you tell?</p> <p>(You can identify more than one, but you must back up your reasoning)</p>	

Concluding statement:

The new whole grain oat cereal with magic in every mouthful.



Lucky Charms is a registered trade mark.

The magic for your children is in the colourful crispy mallow hearts, stars, moons and diamonds, sprinkled in with all the whole grain oats.

The magic for you is knowing that every bowlful is fortified with iron and 6 vitamins, including the all important vitamin C, and what's more there are no artificial colours either!

So give them Lucky Charms for breakfast and watch whole bowls of oats, vitamins and milk all completely disappear as if by magic.

15p OFF YOUR NEXT PURCHASE OF 375g LUCKY CHARMS

TO THE CONSUMER:
This coupon is worth 15p towards your next purchase of 375g LUCKY CHARMS. It may not be used against any other product as this would constitute a breach of the offer. Only one coupon will be accepted against each such retail purchase of 375g LUCKY CHARMS.

TO THE RETAILER:
This coupon will only be redeemed if received by the Cereal Partners Redemption Centre, Bell Lane, Uckfield X, East Sussex, TN22 1PN and provided that a) it has been accepted by you in a normal retail sale to the consumer as a part payment for 375g LUCKY CHARMS, b) you have reasonable proof of your purchase which may be called for by Cereal Partners UK. GH-1 CPP 1141

COUPON VALID UNTIL 30.6.92

The whole grain oat cereal your kids will love.

Paragraph 1

Topic Sentence:

Body Details:

What is the product?	
What is the company?	
What is their advertising slogan?	
Who do you think the targeted demographic is? (Audience)	
Which persuasive appeal is being used in this advertisement? How can you tell? (You can identify more than one, but you must back up your reasoning)	

Concluding statement:

Paragraph 2

Topic Sentence:

<p>What does your ad look like?</p> <ul style="list-style-type: none">- titles, text, images, or other defining features.- How big is the ad displayed?	
<p>How is the product represented?</p> <p>Is there an image of the product?</p> <p>What does it look like?</p>	
<p>What are the main colours used and what do you think the colours represent/symbolize?</p>	
<p>How is the product branded? How does the company display their logo? Where is the branding on the advertisement? Is it easy to identify which company the add belongs to?</p>	
<p>Which persuasive appeal is being used in this advertisement? How can you tell?</p> <p>(You can identify more than one, but you must back up your reasoning)</p>	

Concluding statement:





