

Group Ad Analysis Worksheet

Magazine Source: Cosmo Girl

Brand Name and Product: Evian Water

Basic Message: To drink their product.

Visual Image: That their product is better and special than everyone else's.

Catchy Words: L' original, and the web site

Techniques Used: They made the product look really clean and good for you

Target of Ad (who is the advertiser trying to persuade?): Young teens because it's in a teen magazine.

What is the INTERNAL PRESSURE (what is the consumer's motivation) that the advertiser is trying to appeal to? That if you drink the product "you'll be cool like this guy"

What are some HEALTHY ALTERNATIVES to the advertised product to meet the consumer's need? The water is healthy so people will buy it.

Persuasion Rating:
(1= Yawn...

1 ② 3 ~~4~~ 5
5= I'm sold on this product!)

(It's a cool ad but not very persuasive)