

Ad Analysis

Directions: Attach this analysis to the BACK of your ad parody poster. Please respond in **complete sentences** to each topic below.

AD PLACEMENT: In what magazine (or type of magazine) did your ad appear? Why do you think this magazine was selected for this ad?

AD TECHNIQUES: What types of **advertising techniques** were used in this ad?

MOTIVATION: What **internal pressures** within the consumer do you think this ad targets?

ALTERNATIVES: What are some **healthy alternatives** you can suggest to meet the need (**internal pressure**) within the consumer instead of buying the advertised product?

AD EFFECTIVENESS: How effective do you think this ad is? Why do you think so?