

Deconstructing Advertisements Worksheet

Companies spend millions of dollars figuring out how to get the attention of the people who they would like to buy their product! Let's deconstruct an advertisement to see what messages they are selling.

Who paid for the ad?
Who is the target audience? Why do you think that?
What story is this ad telling (messages)? How do you know? (Text, images, etc.)
What strategies did the company use to make their product appealing?
What might a 110% honest slogan be for this product?
Was the ad successful? If yes, why? If no, why not?

