Name(s): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period: \_\_\_\_\_\_\_\_\_\_

Marketing: Print Advertising Analysis (Total of 10 points)

Instructions: The goal is to analyze a print ad using the vocabulary from the chapter and successfully answer the questions below. Use the underlined vocabulary appropriately and frequently to ensure full credit. The ads for this work can be on my website, in the class information section titled – “10/21 work to complete”.

1. Describe the **demographic** group you think this advertising is most likely intended to influence?
2. Describe the **headline and copy** used in the ad. Things like, the of number words, where they are placed in the ad are done deliberately. Note what you think are the most effective parts of ad copy?
3. Describe the message being conveyed by the advertising copy as relates to the product/brand? You should be able to state key descriptive words that the advertiser would want to use to convey specific **attributes or features** of the product (taste, how it works, etc.).
4. Describe how the images/graphics used tie together with some of the copy or headline.
5. Finally, describe the use of **color** and **font** in the ad. What was used and note why you think it was used that way.