



Name _____ Period _____ Date _____

WHAT ADVERTISING REALLY TELLS YOU - PART I

Directions: While watching television, see if you can identify one institutional and one product advertisement. Then answer the following items:

Institutional Advertisement

1. Describe the institutional advertisement: _____

2. What was the message the ad wanted to give about the store?

3. Was this accomplished? _____ If so, how? If not, why not?

4. What is your impression of the store after seeing this ad?

Product Advertisement

1. What information did you receive about the product from the ad?

2. Was the price of the product mentioned in the ad the regular price or the sale price?
_____ If it was on sale, what kind of sale was it?

3. Did the ad seem enticing or convincing? _____ If so, how? If not, why not?

4. What other information would be helpful in your decision making?

Look through some newspapers or magazines and find three (3) examples of each type of advertisement. Attach them to the back of this page. Identify which ads fall into which category.