**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Advertisements All Around You (50 marks)**

As you learned, advertisements can be anywhere from on billboards, vehicles, apps, etc. As you go about your life over the next couple of days, see how many different advertisements you can find. Read and complete the following table. You must fill out at least **five** different advertisements, but feel free to record more.

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| --- | --- | --- | --- | --- |
| **Advertisement Type**  Options: commercials, flyers, TV, apps, radio, billboards, transit, jingles, online, magazines, direct mail, etc. | **What was the advertisement advertising?**  i.e. Business or product/service | **What persuasive technique was used in the advertisement?**  (There can be more than one.)  Options: slogan, repetition, bandwagon, testimonial, appeals to emotion, expert opinion. | **Who was the advertisement’s audience?**  (Who was their target market?)  Be detailed! | **What was the purpose of the advertisement?** |
| 1 point each | 2 points each | 1 point each | 2 points each | 2 points each |
| *Example: Commercial* | *Super Car Guys | Cars* | *Repetition* | *Men and women, 18 and older, who are looking to buy a car* | *The commercial was notifying me about a sale they are having and how the first year is interest free.* |
| 1. |  |  |  |  |
| 2. |  |  |  |  |
| 3. |  |  |  |  |
| 4. |  |  |  |  |
| 5. |  |  |  |  |
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