Physics Ad Campaign Warm-up Activity

For this activity, you will need to choose an Ad from the Ad Council website. Please print the Ad and attach it to this paper to be turned in.

Name or description of ad: _____________________________

1. What image(s) does the ad use to catch its audience?

2. Who is audience for this ad? How can you tell from the ad? Give a specific detail that led you to that conclusion.

3. Does this ad use data/statistics to convince its audience? If so, give an example.

4. What behavior(s)/action(s) does this ad try to promote? What’s the message?

5. Can you tell who the sponsor of this advertisement is? If so, give the specific evidence that led you to that conclusion.