

Ads Everywhere you Look

For this assignment, you are to find ads from a variety of different sources, billboards, social media, printed matter, radio, TV, environmental print etc.

For each of the ads, answer the following:

Describe the Ad

Who is the Target Audience?

Gender, Age, Interest...

Where did you see the Ad?

Where was the ad located? Why or why wasn't this an effective source for it?

Was the Ad Effective?

Why or why not?