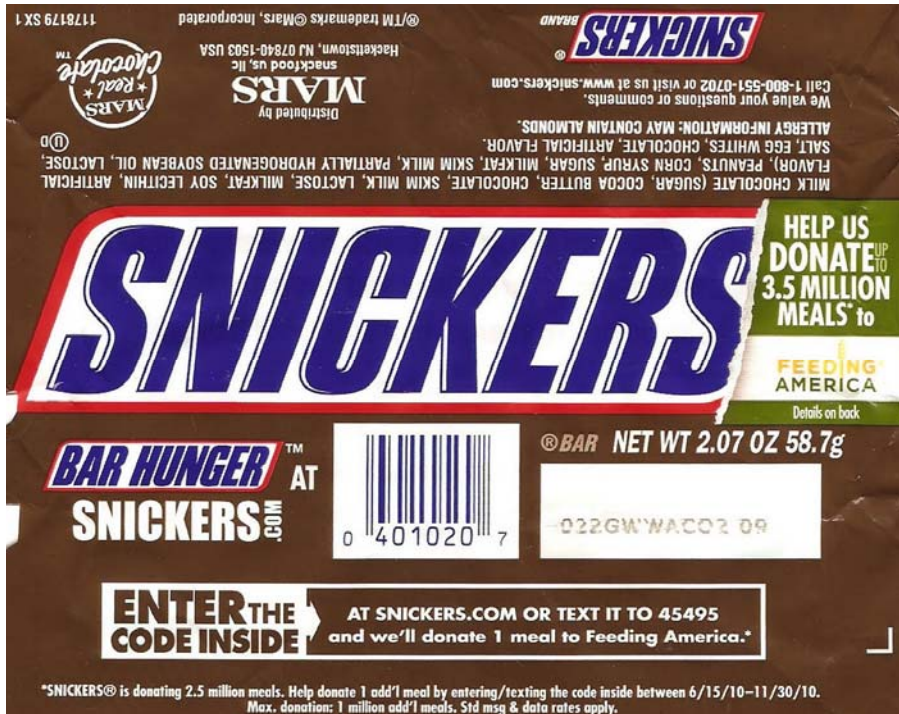


Name: \_\_\_\_\_

# Analyze Advertising Effectiveness



Companies put a lot of effort into the design of their packaging and labels. For this activity, take a close look at the label

Think critically about it and answer the questions below.

1. Would you buy this bar? Why or why not? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
2. Who is this ad directed at? Why do you think so? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
3. How does this ad keep your attention? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
4. In your opinion, is it effective? Why or why not? \_\_\_\_\_