

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 that could be in a newspaper, magazine, billboard or other types of media.

Think critically about it and answer the questions below.

1. What is the purpose of this ad \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
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? \_\_\_\_\_