

# Analyze an Ad / Commercial

Analyzing ads and commercials can help us become more aware of how advertising works and helps us make informed decisions about what we see/hear on TV or online.

## **Step 1: Watch the Ad or Commercial**

Start by watching the ad or commercial carefully. Pay attention to what they are trying to sell and how they are trying to convince you to buy it.

## **Step 2: Identify the Product or Message**

Ask yourself, "What is this ad trying to sell or tell me?" Is it a toy, a snack, a movie, or something else?

## **Step 3: Notice the Pictures and Sounds**

Look at the pictures or scenes in the ad. Are they colorful? Do they make the product look exciting or fun?

Listen to the music or sounds in the ad. Do they make you feel happy, excited, or curious?

## **Step 4: Check for Words and Voice**

Read any words or text that appear on the screen or are spoken in the ad. Do they tell you about the product's features or benefits?

Listen to the voice of the person talking in the ad. Is their voice friendly, enthusiastic, or persuasive?

## **Step 5: Think About Your Feelings**

Ask yourself, "How does this ad make me feel?" Do you want the product more after watching the ad?

Think about whether the ad made you excited, happy, or interested.

## **Step 6: Discuss with Others**

Talk to your family or friends about the ad. Ask them what they think about it and how it makes them feel.

## **Step 7: Ask Questions**

Finally, ask yourself some questions like, "Do I really need this product?" or "Is the ad telling the truth about the product?"