

Commercial Break



Select a commercial and answer the following questions.

The commercial:

Where and when did you see the commercial:

1. What is the purpose of this commercial and how do you know ?
2. Who is the target audience and how do you know ?
3. What is the hook to capture your interest ?
4. Is the soundtrack important ? Why or why not ?
5. Are you more convinced to try the product/service now? Why or why not ?