

## Worksheet for Analysis of a Commercial

**Class Activity:** Students can analyze the advertisement in small groups or as a whole class, using the following questions.

- How does the advertisement attempt to get your attention?
- What is it an advertisement for?
- Who is the target audience for this product?
- List the information the advertisement provides about the product.
- How does the advertisement try to convince you to buy this product?
- How is the name of the product significant?
- What images has the advertiser chosen to use? Why?
- What information do you think has been left out of this advertisement? Why?
- Rate this commercial on its effectiveness – does it catch and keep your attention? If you were in the market for this type of product, would you purchase a policy from this company? Why or why not?
- What would you change about the ad?

Ask students to pretend they are considering purchasing a similar product and to make a list of advantages and disadvantages they see in purchasing the item from this company. Before making a decision, what additional information would they need? Why is that information not included in the advertisement?