

30 MINUTE AD COUNT

	Total Points Earned
30	Total Points Possible
	Percentage

Name _____

Date _____

Class _____

Directions: Watch one 30-minute episode on television. You will determine what is being sold at commercial breaks and complete the viewing chart below. Each time you see an advertisement, write the product name in the box. Also place the number(s) shown below to identify techniques used, write at least two techniques per commercial. A minimum of fifteen commercials must be identified.

TV Program: _____ Time: _____ Day of the week: _____

- | | | |
|-------------------------|----------------------------|---------------------------|
| 1. Incentive/Promotions | 2. Slogans | 3. Logos |
| 4. Beauty Appeal | 5. Testimonial/Celebrity | 6. Escape |
| 7. Lifestyle | 8. Peer Approval/Bandwagon | 9. Rebel |
| | | 10. Unfinished Comparison |

	Snacks/ Fast Food	Beverages	Movies/ TV	Health Food	Medicine	Household Supplies	Vehicle	Other
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								

30 MINUTE AD COUNT- EVALUATION

	Total Points Earned
11	Total Points Possible
	Percentage

Name _____

Date _____

Class _____

Directions: Evaluate the advertising table and answer the following questions.

1. What type of advertisements were most common? (1 point)

2. Who is the target audience for these advertisements? (1 point)

3. Why do you think this audience was targeted at the specific time of day and day of the week? (2 points)

4. Which techniques were used the most? Were they effective? Explain. (2 points)

5. Which category had the least number of commercials? Why? (2 points)

6. How do you think the advertisements would be different if you watched TV on a weekday from 11:00am to 11:30am? (1 point)

7. What was your favorite advertisement? Why? (2 points)