dissecting advertisements
Questions for Analyzing Ads

To whom (which target audience) is the advertisement trying to sell the product? Describe the target audience (age, gender, culture, lifestyle).

Does this ad appeal to your emotions? If so, which emotion(s)?

Look beyond any emotional appeal to find out what the ad really says (or doesn’t say) about the product or service. Do you detect any exaggeration or suspicious promises? If so, describe the “hidden message.”

What is the intended use(s) of the product? Does the advertiser point out special features of the product that distract from the intended use? If so, explain the distractions.

Are there any signs or symbols in the ad? If so, what are they trying to tell you?

What advertising techniques are being used to sell the product (see “glossary of commonly used techniques”)? Explain how each technique is being used.