Analysing Advertisements

**KEY WORDS**

**SELLING POINT** means

**TARGET AUDIENCE** means

**DENOTATION** means

**CONNOTATION** means

Label the advertisement using the key words – **IMAGE, SLOGAN, COPY, LOGO**

Answer the following questions

1. What product is being advertised?
2. Describe the images on the advertisement. Explain why you think they have been chosen for this advertisement.
3. What is the selling point of the advertisement? Why would you buy it?
4. How do the images make the product seem attractive? Use specific examples from the advertisement to support your points. (You are not allowed to use the words bold, eye-catching or makes it stand out in your answer!)
5. How has the slogan been used to persuade the target audience to buy the product?
6. Who is the target audience for the product? Give 3 examples of how the target audience has been addressed. You should refer to the image and the copy.