

NAME: _____

DATE: _____

PRINT ADVERTISEMENTS ANALYSIS

TASK: In groups, discuss the following questions for the advertisements provided below.

1. What product elements are present in these advertisements?
2. What feelings do these advertisements evoke?
3. Are these advertisements simply selling the core product or are they promoting more than that? Actual product elements? Augmented product considerations?
4. Which target market are some of these advertisements geared towards?

AD #1



Build the future.



AD #2



AD #3



I DON'T
GIVE UP.
I GET UP.

When Lindsey Vonn first hurt her knee, doctors told her she'd never ski again.
Running Laurel Canyon was the first step in proving them wrong.

 I WILL WHAT I WANT

LINDSEY VONN
WORLD CHAMPION DOWNHILL SKIER

AD #4

