

NAME: _____

DATE: _____

Advertising Technique Practice

DIRECTIONS: For each ad, try and determine the following: the target audience, the subtext, and the advertising technique used.

AD #1

Target audience (Circle all of those which seem appropriate for the ad):

GENDER

male
female

AGE

Children
Tweens

ETHNICITY

Caucasian
African-American

CLASS

rich
middle-class

REGION

urban
suburban
rural

Teens
Young Adults
Middle-Age Adults
Seniors

Hispanic
Asian

working class
poor

Subtext:

What is the advertising technique and how do you know?

AD #2

Target audience (Circle all of those which seem appropriate for the ad):

GENDER

male
female

AGE

Children
Tweens

ETHNICITY

Caucasian
African-American

CLASS

rich
middle-class

REGION

urban
suburban
rural

Teens
Young Adults
Middle-Age Adults
Seniors

Hispanic
Asian

working class
poor

Subtext:

What is the advertising technique and how do you know?

AD #3

Target audience (Circle all of those which seem appropriate for the ad):

GENDER

male
female

AGE

Children
Tweens

ETHNICITY

Caucasian
African-American

CLASS

rich
middle-class

REGION

urban
suburban
rural

Teens
Young Adults
Middle-Age Adults
Seniors

Hispanic
Asian

working class
poor

Subtext:

What is the advertising technique and how do you know?
