1. Product(s) advertised
2. Who is the target audience?
3. Visuals
4. Audio
5. Message/Slogan
6. Call to action
7. Appeal
8. Your vote

1. This could be for a car, beer, soft drink, restaurant, a movie, a TV show, a snack, etc.
2. Be specific: who is this ad most likely to appeal to? (kids, teens; young adults, older adults; gender: men, women, both)
   how do you know this audience type is targeted?
3. What visuals stand out in this ad; what do you remember seeing?
4. What sounds (including music) did you hear that made it memorable?
5. What message is this ad/product sending to the audience? Was there a memorable slogan?
6. Did the ad encourage you to do something—like go on social media; include a hashtag; keep the conversation going? Did you do what the ad asked?
7. Which technique of persuasion(s) was used; was it effective?
8. Thumbs up or thumbs down? Did you like the ad? If so, why? If not, why not?