

Super Bowl Ad Analysis Worksheet created by Frank W Baker, Copyright 2018
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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?