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| **Print Advert: Lynx Excite** | **Television Advert: Lynx Excite** |
| Look at the use of **text, slogans and logos** – what do these tell you about the product? What benefits does the product have, according to the advert? Can those be realistically met/upheld? | Look at the use of **text, slogans and logos** – what do these tell you about the product? What benefits does the product have, according to the advert? Can those be realistically met/upheld? |
| Look at the **images** used in the advert – what do these suggest about the product? | Look at the **images** used in the advert – what do these suggest about the product? |
| Look at the **style and tone** of the advert – what message are they trying to give? | Look at the **style and tone** of the advert – what message are they trying to give? |
| **How** is the product marketed (consider our look at ‘needs’ – which are being addressed)? | **How** is the product marketed (consider our look at ‘needs’ – which are being addressed)? |
| **Who is** the target audience (age, gender, socio-economic background, psychographics, etc)? Howdo you know this?  What **assumptions** does the advert make about its intended audience?  What **interests** does the advert suggest?  What sort **of images/representations** are made?  What **stereotypes** are used? What is their effect? | **Who is** the target audience (age, gender, socio-economic background, psychographics, etc)? Howdo you know this?  What **assumptions** does the advert make about its intended audience?  What **interests** does the advert suggest?  What sort **of images/representations** are made?  What **stereotypes** are used? What is their effect? |
| **Where and when** *would* the ad appear (use common sense to state where you’d expect to see similar advertisements)? | **Where and when** *would* the ad appear (use common sense to state where you’d expect to see similar advertisements)? |