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| **Advert** | **WHAT is being advertised?**  **What are the benefits of the product?** | **WHO is the advert aimed at? How do you know this?** | **WHERE would this ad appear (what type of magazine) and WHEN ( time of year etc)?** | **HOW does the advert try to get you to buy the product (what do they say)?** |
| **1** | Old Spice deodorant  The ad says that it fights ‘**chronic body odour’ ‘without the prescription’** – you don’t have to go to the doctor to get it. | The ad is aimed at men. I know this because the two people in the ad are men. It also has male humour, and typically male colours like red, white, black and blue. | I think this advert would appear in a men’s magazine, or perhaps in a unisex magazine.  It could appear all year round, though probably more in the summer. | They try to sell the product by being funny. A lot of adverts use ‘expert advice’, and in this ad they use a ‘**fake doctor’** for their expert advice. A lot of people would find this funny, and it would make them want to pick up the product. They are also playing on the current popularity of Neil Patrick Harris, who is now in ‘How I Met your Mother’. |
| **2** |  |  |  |  |
| **3** |  |  |  |  |
| **4** |  |  |  |  |