

1. WATCH TV advertisements and choose three to comment on. Use this table.

Day & time	Product or service being offered	Description of ad	Target	Message audience
Mon 5pm	sunglasses	Young man wearing sunglasses and trendy clothes skateboards at beach with friends watching	teenagers	People who wear these glasses are fit, active, cool and admired by other young people, especially girls.

When you have completed this task, discuss your findings with the class.

2. Write a brand name and slogans that you think would be effective in selling these products to young people:

Sunglasses

Brand name	Slogan
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Bank

Brand name	Slogan
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Toothbrush

Brand name	Slogan
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3. Find some examples of advertisements from various media, such as billboards, magazines, radio, newspaper, fliers and so on. Use the table below to describe the elements in each ad.

Medium	Effective examples (product & brand)	Approach, look and feel, overall message or effect	Contributing elements	Comments
TV	Global Petrol	<ul style="list-style-type: none"> • patriotic • true-blue Aussie • petrol for families 	<ul style="list-style-type: none"> • family and community images • man in akubra and riding boots as central character • rural and outback scenes • ochre colours, oasis blue petrol station • printed words: Australia future together 	Creates patriotic feel despite the fact that Global Petrol is foreign owned

4. For one of the above examples, suggest what the target audience is and DESCRIBE this audience in as much detail as possible. How does each advertisement aim to make the target audience feel? What language choices contribute to the effect? Report back to the class on your findings.

5. CHOOSE one advertisement and describe what it might be like for a different audience. What elements would change as the audience has changed? Give examples.

Product	Audience previous/new	Describe the ad you could produce for this new audience