**Team Project: Ad Analysis**

**Project description:**

For this project, you will work with one or two classmates to analyze and evaluate an advertisement for a product or service.

**Part I:** Choose a TV commercial, promoting a global, national, or local product or service. The teacher will email you Web sites where you can see popular ads. Keep the URL (copy and paste the Web site address) for the ad you choose. With your teammates, fill out the form and use this information for your presentation.

Name of company: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name of product or service: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Type of product or service: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Possible markets (intended audience): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Have you used this product or service before? If no, why not? If yes, why did you choose it?

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Message (in pictures, words, or both):

What is the advertising strategy (or strategies) used in the ad (see article and your notes from class):

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Would the ad be successful locally? Why or why not?

Would the ad be successful internationally? Why or why not?

Overall, is the ad convincing? Does it make you want to buy the product or use the service? Is it memorable? Why or why not?

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**Part II:** Plan a presentation for the class. Show your ad/commerical and use your notes to tell the class about your analysis of the ad your team chose. Everyone on the team must speak and participate! The instructor will show you a sample presentation.