|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Details about the advertisement** | **intended audience (how do you know?)** | **Intended purpose**  **To inform?**  **To explain?**  **To entertain?**  **(which one(s) are most likely? How do you know?** | **Notes about Technique 1**  **Discuss how it is used in the advertisement** | **Discuss in relation to intended audience, intended purpose and AIDA (see below)** | **Notes about Technique 2**  **Discuss how it is used in the advertisement** | **Analyse in relation to intended audience and intended purpose** |
| 1. |  |  |  |  |  |  |
| 2. |  |  |  |  |  |  |
| 3. |  |  |  |  |  |  |
| 4. |  |  |  |  |  |  |
| **A** – attention (awareness): attract the attention of the customer. **I** – interest of the customer. **D** – desire: convince customers that they want and desire the product or service and that it will satisfy their needs. **A** – action: lead customers towards taking action and/or purchasing. | | | | | | |

**What do you think might be an overall idea(s) you can take away from these 4 advertisements? (About the product? And/ or about the audience for the product?)**

**Evaluate the effectiveness of the advertisements in selling the product to the intended audience (you may choose to compare advertisements, consider alternative readings or offer suggestions for improvement).**

**Discuss** **advertisement three in relation to AIDA including specific evidence** (examples).

What is interesting or usual about the advertisement or the use of the technique within the advertisement?

**Discuss advertisement four in relation to AIDA including specific evidence** (examples).

What is interesting or usual about the advertisement or the use of the technique within the advertisement?

**Discuss advertisement two in relation to AIDA including specific evidence** (examples).

What is interesting or usual about the advertisement or the use of the technique within the advertisement?

**Discuss** **advertisement one in relation to AIDA including specific evidence** (examples).

What is interesting or usual about the advertisement or the use of the technique within the advertisement?

Analyse the link(s) between the technique and the sales message in each text

A connection shared by all of my texts (advertisements) is: The connection is significant because (Explain why this is a connection worth looking at):