4.1 Spot the Lie: Ad Analysis

Record detailed notes about your advertisement in the following chart. View the advertisement several times for accurate observations.

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| **Commercial or Ad source**What commercial are you using for this assignment? State source. |  |
| **Hook**How does the commercial get your attention? |  |
| **Setting**What place, time of day, era, lighting, or decor is in the ad? |  |
| **Story**What occurs in the ad, (actions and/or events) from start to finish? |  |
| **Characters**What people (number, gender, ages, animated and/or not animated, animals, talking objects, etc.) are in the ad? |  |
| **Details and Accessories**What clothing, jewellery, price tags, and other details are present? How are they shown? |  |
| **Colour**(Suggests mood or tone) Is the commercial bright and cheerful? Cool and modern? |  |
| **Sound**What voice (male and/or female), music, noises, or sound effects are used? |  |
| **Copy**What words (written or spoken), slogans, catchy phrases, jingles or logos are used? How many times is the product name shown and/or spoken? |  |
| **Demographic**Who is the target audience for this ad? Who is treated as an *outsider*?• kids? teens? twenty-somethings?• middle aged? elderly?• rich? poor? middle class?• genders? ethnic groups? |  |