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? |  |