Name(s):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Food Advertising Strategies and Print Ads**

Objective: Locate advertising techniques in print ads.

Directions: Using magazine find 6 print ads. Use the “Advertising Technique Handouts” to answer questions 4 and 5. For each of the print ads answer the following questions:

**Ad #1:**

1. What magazine did you find the print ad?
2. What product is being advertised?
3. Who is the target market?
4. What is/are the advertising technique(s) used?
5. Explain HOW this/these advertising strategy(ies) are used?

**Ad #2:**

1. What magazine did you find the print ad?
2. What product is being advertised?
3. Who is the target market?
4. What is/are the advertising technique(s) used?
5. Explain HOW this/these advertising strategy(ies) are used?

**Ad #3:**

1. What magazine did you find the print ad?
2. What product is being advertised?
3. Who is the target market?
4. What is/are the advertising technique(s) used?
5. Explain HOW this/these advertising strategy(ies) are used?

**Ad #4:**

1. What magazine did you find the print ad?
2. What product is being advertised?
3. Who is the target market?
4. What is the food advertising strategy used?
5. Explain HOW this food advertising strategy is used?

**Ad #5:**

1. What magazine did you find the print ad?
2. What product is being advertised?
3. Who is the target market?
4. What is/are the advertising technique(s) used?
5. Explain HOW this/these advertising strategy(ies) are used?

**Ad #6:**

1. What magazine did you find the print ad?
2. What product is being advertised?
3. Who is the target market?
4. What is/are the advertising technique(s) used?
5. Explain HOW this/these advertising strategy(ies) are used?