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

**Food Advertising Strategies and Print Ads**

Objective: Locate food-advertising strategies in print ads.

Directions: Using magazine find 6 food print ads. Use the “Food Advertising Strategy Handout” 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 the food advertising strategy used?
5. Explain HOW this food advertising strategy is 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 the food advertising strategy used?
5. Explain HOW this food advertising strategy is 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 the food advertising strategy used?
5. Explain HOW this food advertising strategy is 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 the food advertising strategy used?
5. Explain HOW this food advertising strategy is 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 the food advertising strategy used?
5. Explain HOW this food advertising strategy is used?