



Name: _____ () **Class: 3** ()

By the end of this lesson, I will be able to:

1. analyse and evaluate advertisements.
2. evaluate the effectiveness of various techniques employed in advertisements.

ANALYSIS OF AN ADVERTISEMENT

View and listen to the following advertisement : '*Ronco Showtime Rotisserie*' (from beginning to 4:15) <https://www.youtube.com/watch?v=GG43jyZ65R8>



PURPOSE:

AUDIENCE:

CONTEXT:

CULTURE:


EVALUATION OF PERSUASIVE TECHNIQUES EMPLOYED:

EVALUATION OF ADVERTISING TECHNIQUES EMPLOYED:

ADVERTISING TECHNIQUES

When coming up with their advertising campaigns, on top of having to brainstorm for a concept, companies would also need to decide on the advertising technique(s) that they would use in their advertisement to entice their target audience to buy their products or services.

In this section, we will be analysing several popular advertising techniques that companies employ in their campaigns.

Advertisement: Oral B Australia	
PACC:	
ADVERTISING TECHNIQUE(S) EMPLOYED:	
EVALUATION:	

Advertisement: Proactiv


(<https://www.youtube.com/watch?v=-ycrbaXipHw>)

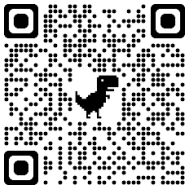


PACC:

ADVERTISING TECHNIQUE(S) EMPLOYED:

EVALUATION:

Advertisement: Burger King vs McDonald's (https://www.youtube.com/watch?v=qvh8uT68hFQ)	
PACC:	
ADVERTISING TECHNIQUE(S) EMPLOYED:	
EVALUATION:	

Advertisement: Crisis Relief Singapore	
PACC:	
ADVERTISING TECHNIQUE(S) EMPLOYED:	
EVALUATION:	


Advertisement: I won't wear a helmet

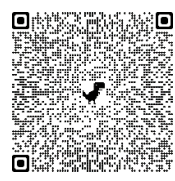


PACC:

ADVERTISING TECHNIQUE(S) EMPLOYED:

EVALUATION:

<p>Advertisement: Apple Watch Series 8 (https://www.youtube.com/watch?v=UfawgQJICU8)</p> 
<p>PACC:</p>
<p>ADVERTISING TECHNIQUE(S) EMPLOYED:</p>
<p>EVALUATION:</p>

Advertisement: Patagonia	
PACC:	
ADVERTISING TECHNIQUE(S) EMPLOYED:	
EVALUATION:	

Advertisement: Mac vs PC

(<https://www.youtube.com/watch?v=48jlm6QSU4k&t=31s>)



PACC:

ADVERTISING TECHNIQUE(S) EMPLOYED:

EVALUATION:

