

Name:

Period:

ADVERTISING BACK ENGINEERING BREAKDOWN

Location of print ad (publication where ad appeared, publication date)

Description of ad (name of product/service, describe use of images and text)

Technique(s) utilized (Explain in detail what ad is meant to communicate to consumers.)

Advertising target (Who is supposed to see this ad? How do you know this? Explain.)

- age:
- sex:
- education level:
- race:
- socio-economic (income level):
- other target info:

Other ads in this publication (List five other product/services advertised with brief descriptions.)

1.

2.

3.

4.

5.