**Name:**

**Advertisement Analysis**

Directions: Examine the two advertisements that you found and answer the questions below.

Describe who you think the intended target audience for your advertisements is. (age, sex, social status, interests, personality)

Ad 1: The intended target audience for the first advertisement I chose to review is mean who are 30-40, who are socioeconomically high ranking compared to the average american. His interests are in nice things, cars, houses and women. Personality would be similar to that of Michael Douglas’ character Gordon Gekko “Greed is good”.

Ad 2: The intended audience of the weathertech ad is a lower to middle class person who’s car generally gets dirty. Considering the fact that these people mostly have kids, and that this is in a car magazine it is mostly intended for men with kids.

Where is the emphasis of the advertisement?

Ad 1: The emphasis of the advertisement is the idea that the product distributed by American Crew can be used to get women.

Ad 2: The emphasis of this advertisement is on the beauty and simplicity of the weathertech floor liners.

How is the advertisement weighted?

Ad 1:In terms of color this advertisement is weighted heavily toward the bottom where the product is displayed.

Ad 2: In terms of shading this ad is weighted highly toward the top where the logo is displayed.

What are some similar colors used in both ads?

Similar colors are dark beige, as well as black.

What are similar logos or slogans used in both ads?

Similar Slogans are none, weathertech doesn’t have one.

What does the font look like in the advertisements?

The font looks old and rustic in ad 1 and modern in ad 2.

What do you think is the intended message of the advertisement?

Ad 1: The intended message is that you should buy American CREW because it will make you look good, as well as get you women.

Ad 2: The message in this ad is simple, buy our product and your car will stay looking like new.

On the back of this page, complete three thumbnail sketches of what you think the next advertisement for your company should look like.