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| **NAME:** | **CLASS PERIOD:** | **DATE:** |

**Foundations of Technology**

**Unit 1. Technological Inventions and Innovations**

**Learning Cycle 4. Advertising and Marketing Effects on Technology**

**File 1.4.2 Advertising Research Activity**

**Directions:** Individually research the advertisement you described in the engagement activity. In your engineering journal, respond to the questions below. Use complete sentences. Base your responses on one advertisement for the product that is attractive and conveys a clear message. Once you have completed the questions below, prepare to discuss your answers with the class.

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| Advertisement Name/Description: |
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| Research the current sales figures for the product and record your response below. (Make sure to know the parent company of your product and be specific in the search.) |
|  |
| What market factors influence the product? (Use Google Trends to compare your product to other similar products.) |
|  |
| To which demographic is the advertisement targeted? Who is the target audience? |
|  |
| Is the advertisement unique? What attracted you to the advertisement? |
|  |
| Does the advertisement cause a reaction and/or grab your attention? Does the advertisement persuade the target audience to purchase the product? |
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