

# Analyzing Commercials.

Commercials have specific purposes. They want \_\_\_\_\_

\_\_\_\_\_.

**They have 3 specific components.**

1. **Who** – Target Audience.
2. **What** – The Content or Message
3. **How** - The Hook. How they get the audience's attention.

Watch [the following commercials](#) and as you watch. Fill in the chart below and discuss with a partner afterwards. Which of these commercials did you like best? Why?

\_\_\_\_\_

	<b>Product Name</b>	<b>Target Audience</b>	<b>Hooks used</b>	<b>What is the message?</b>	<b>Effective? Why? Why not?</b>
1					
2					
3					
4					