

# | Guess the Ad Challenge

**Watch 10 Commercials.** Can you guess what type of product is being advertised? Can you also name the brand? After watch the full commercials and check your answers.

Food | Drink | Financial | Technology | Service |

Commercial 1 - \_\_\_\_\_

Commercial 2 - \_\_\_\_\_

Commercial 3 - \_\_\_\_\_

Commercial 4 - \_\_\_\_\_

Commercial 5 - \_\_\_\_\_

Commercial 6 - \_\_\_\_\_

Commercial 7 - \_\_\_\_\_

Commercial 8 - \_\_\_\_\_

Commercial 9 - \_\_\_\_\_

Commercial 10 - \_\_\_\_\_

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**Food | Drink | Financial | Technology | Health | Service**

**Commercial 1 - FOOD**

**AVOCADOS FROM MEXICO**

**Commercial 2 - SERVICE**

**BERLITZ LANGUAGE SCHOOL**

**Commercial 3 - TECHNOLOGY**

**MOTOROLA PHONES**

**Commercial 4 - TECHNOLOGY**

**EPURON - MIN. OF ENVIRONMENT**

**Commercial 5 - FINANCIAL / SERVICE**

**TURBO TAX**

**Commercial 6 - TECHNOLOGY**

**eHARMONY DATING SITE**

**Commercial 7 - HEALTH**

**AXE DEODORANT**

**Commercial 8 - FOOD**

**DORITOS**

**Commercial 9 - FINANCIAL**

**CAPITAL ONE - BANK**

**Commercial 10 - FINANCIAL**

**eSURANCE - ALL STATE**

**BONUS:** 1. TECHNOLOGY / PLAYSTATION 2 2. DRINK / RED BULL 3. FOOD / NOLAN'S CHEDDAR CHEESE

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# 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 |                     |                        |                   |                             |                                 |