

Comparing adverts

Use the table below to make notes on the adverts you are looking at:

| | | | |
|-----------------------------|--|--|--|
| Name of advert | | | |
| What is the advert selling? | | | |
| Who is targeted? | | | |
| Reasons | | | |
| Picture(s) used | | | |
| Colour(s) used | | | |
| Feelings the advert evokes | | | |
| What writing is used? | | | |
| Effect of the writing | | | |