**Analyzing Ads**

**Directions:** Using the ad you brought to class, answer the following questions in complete sentences.

1. What techniques does the advertisement use to hook you?

2. Are these techniques successful? Why or why not?

3. Do you think you are the target audience for this ad? Why or why not, and how do you know?

4. How did this ad create a need for the product?

5. What, if any, stereotypes were used or implied in the advertisement?