

# What's Up With This Ad?

Name \_\_\_\_\_

As a group, select one beverage product for which you can recall a television, online, or print advertisement. Use the ad for that product to answer the following questions. If you need more space, write on the back of this worksheet. Remember, members of your group may have different opinions, and that is OK.

Names of group members: \_\_\_\_\_

---

---

---

---

Name of product: \_\_\_\_\_

What is going on in the advertisement? \_\_\_\_\_

---

---

---

---

1. Which company is sending the message?
2. What do you like about the ad? Think about how the ad catches your attention. What do you dislike about the ad?
3. Who is this ad for? Consider how you feel about the ad and how others (maybe someone older or younger or of a different gender) might feel about the ad.
4. What does this ad tell you about how people live? Can you relate to the ideas or lifestyles depicted in the message? Is anything left out?
5. What is the message trying to tell you or sell you?

From L.W.Y. Cheung, H. Dart, S. Kalin, B. Otis, and S.L. Gortmaker, 2016, *Eat Well & Keep Moving*, 3rd ed. (Champaign, IL: Human Kinetics). Based on Center for Media Literacy, 2005. Available [www.medialit.org](http://www.medialit.org).