

Media Literacy: Television Commercial Analysis

Name:

Date:

My commercial (give a short name):

Product, service or idea that is
being promoted:

An image that represents my ad:



Write a **descriptive paragraph** that will be a **summary** of your ad:

Was this ad effective?

What made this advertisement successful and/or not successful?

Comment on some/all of: music, images, pace, actors used, humour, drama, style, other.

Where do you think an ad like this belongs? Comment on the audience you think the ad is meant for. Will it be shown at certain times of day, on certain television networks or during certain types of shows? Give reasons for your opinion.

Describe how two different audiences might have a different reaction to the ad.

Examples of audiences are boys, girls, adults, seniors, new immigrants, people with disabilities, non-English speakers.
