

Analyzing Ads

Directions: Use this [article](#) to analyze 5 ad campaigns (of your choice) that are regarded as some of the best campaigns ever made. View the campaign, and determine which technique/s are used. Then explain how the ad campaign used those techniques. Type your answers in a different color.

AD 1:

1. Company Name:
2. Ad campaign:
3. Type of ad:

What technique/s does the advertisement use? (Check all that apply)

Color	Repetition	Bandwagon	Nostalgia	Storytelling	Social Proof	Endorsements	Appeal To reason	Emotional Persuasion	Promotions

How did the video use the techniques you selected?

AD 2:

4. Company Name:
5. Ad campaign:
6. Type of ad:

What technique/s does the advertisement use? (Check all that apply)

Color	Repetition	Bandwagon	Nostalgia	Storytelling	Social Proof	Endorsements	Appeal To reason	Emotional Persuasion	Promotions

How did the video use the techniques you selected?

AD 3:

7. Company Name:

8. Ad campaign:

9. Type of ad:

What technique/s does the advertisement use? (Check all that apply)

Color	Repetition	Bandwagon	Nostalgia	Storytelling	Social Proof	Endorsements	Appeal To reason	Emotional Persuasion	Promotions

How did the video use the techniques you selected?

AD 4:

10. Company Name:

11. Ad campaign:

12. Type of ad:

What technique/s does the advertisement use? (Check all that apply)

Color	Repetition	Bandwagon	Nostalgia	Storytelling	Social Proof	Endorsements	Appeal To reason	Emotional Persuasion	Promotions

How did the video use the techniques you selected?

AD 5:

13. Company Name:

14. Ad campaign:

15. Type of ad:

What technique/s does the advertisement use? (Check all that apply)

Color	Repetition	Bandwagon	Nostalgia	Storytelling	Social Proof	Endorsements	Appeal To reason	Emotional Persuasion	Promotions

How did the video use the techniques you selected?