Ad Attack! Analysis Chart

1. Describe the product or service presented in this ad.

2. Describe the young people portrayed in the ad: What are they doing? What are they wearing? Where do they live? What seems to be important to them?

3. Compare your life to theirs. How does this comparison make you feel?

4. Would you like to be like these young people? Why or why not?

5. Circle a phrase below to rate this ad on how accurately it portrays teens.
   - Got it right!
   - Pretty good
   - Needs a rewrite
   - Who ARE those kids?!