

Adverts

Before

What do you think this advert will be for?

During

What *is* the advert selling?

How do you know?

After

Is this the best way to sell this? What would you do if you were making an advert?



Adverts

Before

Close your eyes and listen to the advert

During

Keep your eyes closed. What does the music make you think of? Why do you think they chose this music?

After

Could you tell what the advert is for?

Play it again, with your eyes open.

What's the difference?



Adverts

Before

Why do you think they have made this advert?

During

How do you feel when you watch this advert?

Hungry? Sad? Excited? Something else?

After

Was the advert funny or serious? Smart or silly?

Is it for kids or grown ups?

Do you think it's interesting?

