

Ad Analysis

Identify each factor and explain briefly in a few words:

Factor	Evaluation #1	Evaluation #2	Evaluation #3	Evaluation #4
Which <i>appeal</i> did the ad use?				
What was the <i>big idea</i> in this ad?				
What are the <i>strengths</i> of this ad?				
What are the <i>weaknesses</i> of this ad?				
What <i>market opportunities</i> does the ad address?				
Why did the advertiser use this <i>big idea</i> for the ad?				
What market <i>threats</i> still exist for this product?				