

Credit Cards: Ad Analysis Worksheet

Credit Card- Ad Analysis Worksheet

created by Frank Baker ©2005

(NOTE: This page BEST when printed HORIZONTALLY)

Teachers: use this worksheet as a handout for students who will be studying

credit card advertising. As students watch commercials, they should fill in the blanks

below. For more info go to http://www.frankwbaker.com/credit_cards.htm

	Name of Card advertised	Target audience	Visual Techniques (cameras, lighting, editing)	Audio techniques	Phrase or slogan used (or other key words)	*Technique of Persuasion used
Ad #1						
Ad #2						
Ad #3						

***Common techniques of persuasion:**

Humor: if you can make them laugh, you can persuade them

Testimonials: using famous people or respected institutions to sell a person, idea, or product

Repetition: drives the message home many times

Bandwagon: everybody is doing it

Plain folks: many advertisers promote themselves or their products as being of humble origins,

common, one of the guys/gals

Warm & fuzzy: using sentimental images (i.e. families, kids, pets)

*complete handout: <http://www.nmmlp.org/language.pdf>