

# Credit Cards: Questions To Consider

Some questions to consider when analyzing credit card ads:

- who is the 'target audience' for the ad? what clues tell you so?
  - what magazine or newspaper is the ad placed? what section? (i.e. Sports, Features, Business)
  - who or what is pictured in the ad? why? who is left out?
  - does the card have a slogan? if so, what is it, and what does it mean?
  - what information is not included in the ad? why do you think it was excluded?
- where can you go to get this info?
- is credit card marketing deceptive? if so, defend your answer. if not, why not?