

Toy Ads: Ad Analysis Worksheet

TV Toy- Ad Analysis Worksheet

Created by Frank Baker ©2005

Teachers: use this worksheet as a handout for students who will be studying television toy advertising. As students watch commercials, they should fill in the blanks below.

Name of toy/ Manufacturer	*Techniques of persuasion	Target Age/ Gender	Age of Kids in ad	Small Print	Actor Expressions	Memorable phrases or slogans	Visuals(lights, color, special effects)	Sound (including music)

***Common techniques of persuasion:**

Source: [KI Teachers Guide.total \(jacksonholehistory.org\)](http://KI_Teachers_Guide.total_jacksonholehistory.org) (see page 16)

Cool kids: everybody wants to be these kids

Family fun: the ad shows a product as something that instantly helps families have fun together

Excitement: the product is the key to amazing fun and adventure.

Star Power: a huge celebrity uses this product

Bigger is better: this ad makes the product look bigger than it actually is

Repetition: manufacturers hope that if you see or hear the product name a lot, you will want it

Feel Good: this ad tells a story that makes you feel good.

Sounds good:

Manufacturers use music and other sound effects to grab your attention and make the product appealing.

What's missing?: The ad doesn't give you the full story about the product.

Cartoon characters:

They help you remember the product (example: Tony the Tiger)

Weasely words: using words or phrases that are misleading