

The advertising detective

Instructions:

Choose any alcohol advertisement and use the questions below to help you explore the tactics that have been used to make this ad appealing. You can choose advertisements from TV, websites (e.g., YouTube), billboards, or any other place.

What is the name of the product being advertised and what type of alcohol is it?

Where did you see it advertised? (if online, include the link)

How old do you think the people would be who would buy this product?

What age group do you think the ad is aimed at?

How have they tried to make this product appeal to that age group?

Have they tried to link the product to people who are attractive or rich/ powerful? If so, how?

Have they tried to create a mood or feeling to help sell the product? If so, what mood and how did they create that mood?



Do they try to make you think that a person who chooses this product will be popular or fit in well with others? If so, how?

Have they tried to make it look as if everyone is using this product and you would be missing out if you chose not to buy it? If so, how?

Have they used celebrities, models, influencers or popular sports people in the ad to make it look as if the product will make someone just as special or enjoy a similar lifestyle? If so, give examples.

Does this ad promise any special promotions and giveaways to encourage you to buy the product? If so, what is offered?

Write a brief paragraph outlining what they have done to try and sell this product. Are there any extra tactics they have used, which were not previously discussed?