

The Ad Detective Challenge

Work in a small group. Choose ONE brand or product. Find ONE suitable advertisement from an official website, verified social-media account, magazine, billboard, or video.

Step 1 Choose Your Campaign

☐ BEAUTY

Sephora or another make-up brand

☐ TECH

iPhone 18

☐ CARS

Jetour

☐ SPORT

Nike shoes

☐ JEWELLERY

Damas gold jewellery

Step 2 Capture the Evidence

Brand and product

Where did you find it?

Website / social media / magazine / billboard / video

Link or search words

Paste, sketch, or describe the advert

Step 3 Decode the Advert

Target audience

Who is the advert trying to influence? Think about age, interests, lifestyle, and needs.

Hook

What catches your attention first: image, colour, music, slogan, celebrity, offer, or something else?

Promise

What does the advert suggest will improve in your life?

Evidence

Write or describe one exact detail from the advert that supports your idea.

Feeling

How does the advert want the audience to feel?

Hidden message

What idea is suggested but not directly stated?

Smart research

Use school-safe, culturally respectful images. Do not enter personal details, create an account, contact a seller, or buy anything. Record the source.