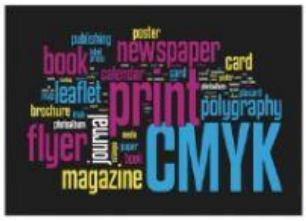
HOW TO ANALYSE A PRINTED AD



1. **Match each of the following words to its position on this ad:**
   - THE PRODUCT
   - THE BRAND NAME & SLOGAN
   - THE PICTURE/ THE SETTING
   - THE FOCUS
   - THE TEXT
   - THE PRICE

2. **Complete with the correct words – DESCRIBING THE AD POSTER**

HAMBURGER- TARGET – TASTE – ATTRACT - BRAND - METAPHOR –PRODUCT –PRICE – COMPARATIVE – SIZE

Ex: This ad is about a _____ The _____ name is Burger King. The picture, which is at the top of the page, shows a woman opening her mouth to eat the _____ The focus is on the_____ of the product compared to the mouth. The phrase ¨It'll blow your mind¨ used is a _____ that exaggerates to _____ the consumers. The product is also shown at the bottom of the page again with detailed text to focus on the _____ and quality The _____ group or audience the mass market. Also the language used is a _____ (incher) and descriptive adjectives (juicy, flame-grilled, crispy). The _____ is also shown on the ad