

Analyzing Advertisements

Audience analysis involves discovering pertinent information about your audience in order to achieve a persuasive message. Much like public speaking, marketing relies heavily on audience analysis to tailor message content to specific demographics with the goal of maximizing effectiveness.

For this activity, you will need to find at least one print advertisement or TV commercial for a product or service. Then you will conduct an audience analysis and create a demographic profile of the target audience in the advertisement.

- 1) Answer the following questions to determine the target audience. **Why do you think this is the target audience? Be sure to provide reasons and examples to support your claims.**
 - a. What demographics are the ads are tailored to? Why?
 - b. What techniques have the companies used to appeal to their target audience? (Hint: Look for clues inside the ads, such as color schemes, background images, subtle details, etc.).
 - c. On a scale of 1–10, how effective do you feel these ads are (1= Completely dissuaded from buying the product, 5= Neutral, and 10= Completely persuaded to buy the product)?
 - d. What proportion of your findings were based on conventional wisdom (i.e., popular opinions, common knowledge, stereotypes, or general beliefs accepted to be true) and what proportion were based on direct observation of demographics?