

Name: _____

Class: _____

Advertising Webquest

Directions:

1. Type www.caitlinbarry.com/adwebquest.html into Safari or Firefox (not Google). There is also a link on Mr. Fitz-Roy's website!
2. Click each link. Watch or look at the advertisement. You should watch each ad very carefully, maybe even twice. After each ad, write in the chart below.
3. This is an individual assignment because you have to use headphones, but you may help each other with the chart.
4. When you are done, give this sheet to me.
5. If you have extra time in class, you should visit admongo.gov for an awesome advertising game!

| | Where would you find this ad? (on TV, online, in a magazine, on a billboard, etc.) | What does this ad want you to do? (buy a product, watch something, go to an event, etc.) | Who do you think this ad is supposed to convince? (girls, boys, teenagers, moms, dads, young adults, etc.) | Do you think it's a good ad? Why? |
|------|---|---|---|--|
| Ad 1 | | | | |
| Ad 2 | | | | |

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|------|---|---|---|--|
| Ad 3 | | | | |
| Ad 4 | | | | |
| Ad 5 | | | | |
| Ad 6 | | | | |