

Pizza Ad (With Notes)

Who created the ad?
What's the name of the product?
What story is being told here?
Who has the power ?
What magazine might you have found this ad in?
Did you notice: the colors in the girl's hat; her hang glider; and the product?



What techniques are being used to get our attention?
What does infatuation mean?
Where do your eyes go on the page?
Who benefits from this ad?
How could you determine if this product is healthy or not?
What might the ad slogan mean?