

# Toy Ads: Ad Analysis Worksheet

## TV Toy- Ad Analysis Worksheet

Created by Frank Baker ©2005

Teachers: use this worksheet as a handout for students who will be studying television toy advertising. As students watch commercials, they should fill in the blanks below.

Name of toy/ Manufacturer	*Techniques of persuasion	Target Age/ Gender	Age of Kids in ad	Small Print	Actor Expressions	Memorable phrases or slogans	Visuals(lights, color, special effects)	Sound (including music)

**\*Common techniques of persuasion:**

Source: [KI Teachers Guide.total \(jacksonholehistory.org\)](http://KI_Teachers_Guide.total_jacksonholehistory.org) (see page 16)

**Cool kids:** everybody wants to be these kids

**Family fun:** the ad shows a product as something that instantly helps families have fun together

**Excitement:** the product is the key to amazing fun and adventure.

**Star Power:** a huge celebrity uses this product

**Bigger is better:** this ad makes the product look bigger than it actually is

**Repetition:** manufacturers hope that if you see or hear the product name a lot, you will want it

**Feel Good:** this ad tells a story that makes you feel good.

**Sounds good:**

Manufacturers use music and other sound effects to grab your attention and make the product appealing.

**What's missing?:** The ad doesn't give you the full story about the product.

**Cartoon characters:**

They help you remember the product (example: Tony the Tiger)

**Weasely words:** using words or phrases that are misleading