

## Television Advertisement Log

Name: \_\_\_\_\_ Date: \_\_\_\_\_

**Directions:** View six television commercials targeting young people like you. Complete the following table by identifying the company or organization being advertised, the good or service being advertised, the primary strategy used in the advertisement, and the message the commercial is sending you about what to buy, do, or think. Write a brief paragraph explaining what commercial you thought was the best and the reason for your choice.

Company or Organization	Good/Service	Strategy Used	What is the ad trying to get you to buy, do, or think?
1.			
2.			
3.			
4.			
5.			
6.			

Which of these TV commercials do you think was the best? Why?