

## Learning Checkpoint Questions

Working with a selection of adverts consider the following questions for each:

- Identify two features of the advert and explain how they are typical of print advertising.
- How have the visual images in the advertisement been used to promote the products?
- How have words and phrases been used to persuade the viewer?
- Explain how lettering or graphics are used in the adverts.
- Explain how people are represented in the advert. Comment on body language and dress codes. Are there recognisable types or stereotypes?
- How has the layout of the advert been used to draw the attention of an audience?
- Identify three typical features of the adverts. Explain the purpose of each feature.
- Suggest a target audience for the advert? Explain the reasons for your choice.
- Suggest two features of one the advert that create audience appeal. Explain your choices.
- Explain how an audience might respond to the advert.
- Give two reasons why print adverts are an important part of an advertising campaign.
- Give two reasons why advertisers also use the internet to promote their products.
- Think of a successful marketing campaign. Explain the reasons why, in your opinion, the campaign was successful.