

Smart Advertising: Student Activity

TV Commercial Documentation

Directions: Watch an hour or half-hour TV program and pay attention to each commercial. Use a stopwatch to time how long each commercial lasts and fill in the chart below to keep a record of what each commercial was about and what type of advertising or persuasion techniques were used. Since most commercials use a combination of several techniques, try to identify as many as you can for each commercial.

Name of TV program you are watching: _____

Date: _____ Beginning Time: _____ Ending Time: _____

This program is mostly for: _____ Kids _____ Men _____ Women _____ Families

The type of product the commercial is advertising could be personal care (shampoo, deodorant), food, eating places, medications, cleaning products, vehicles, beverages, other television programs, etc.

Document the advertising or persuasion technique(s) in your chart, using the numbers from the list below:

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| <ol style="list-style-type: none"> 1. Testimonial (someone says it is good). 2. Bandwagon (Everyone else is buying and using this product). 3. Plain Folks (ordinary, everyday people use this product). 4. Snob Appeal (only special or rich people get to use this product). 5. Glittering Generalities (general opinion words, but not really any specific facts). 6. Transfer (Feelings about different things make you think about getting this product). | <ol style="list-style-type: none"> 7. Kids or Animals (they are cute and get your attention). 8. Repetition (repeating a word or phrase several times). 9. Special Price or Prizes (bargain prices now or comes with a prize). 10. Limited Time Offer (special deal is available if you order now). 11. New and Improved (they tell you they have changed something about the product). 12. Use of Statistics (says things like 5 out of 10 doctors agree, etc.) |
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Commercial Number	Product Type	Technique Used	Length in Seconds

1. How much total time was commercial time? _____
2. What conclusions can you draw from this data? _____
3. Make a graph using your data.
4. Make a graph or chart using the data collected from all your class members.