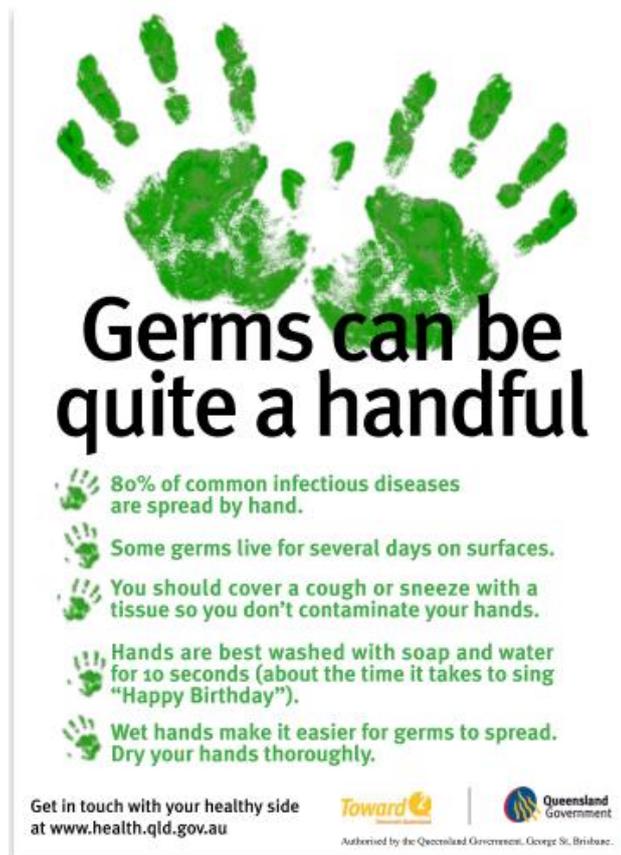


6. Predict what the topic of the campaign is and explain your prediction.

7. Where would you expect to find this advertisement?

8. Why would you expect to find this particular advertisement there?

9. Look at the next still image advertisement that is part of the same campaign



10. Where would you expect to find this advertisement?

11. Why would you expect to find this particular advertisement there?

12. Who do you think the intended audience of the campaign is?

13. Would each of the advertisements be aimed at different audiences? Why/Why not?

14. Describe the main message of the campaign

15. Explain what you think the purpose of the campaign is?

16. What do you think its goal is?

17. Complete the following table to compare the features of the two advertisements

Comparison of Advertisements in a Campaign		
Feature	Image 1	Image 2
Images Describe the images you see		
Headline What does the headline say? Is there a sub-headline?		
Text What additional text is there?		
Logo Are there any logos?		