

**Analyzing Target Audience,
Props, Setting, Clothing**

Name_____

Introduction

In order to complete the final assignment for this module, you must consider all aspects of your advertisement. This means you should carefully analyze the ad's target audience, props, setting, and clothing.

Directions

In this exercise you should find an advertisement from a magazine that includes a distinct setting (bar, campsite, park, kitchen) and analyze it by answering the following questions. Type your responses:

Target Audience

1. Who is the target audience of the advertisement?
2. Which segment of the VALS system these people belong to.
3. What do they value? How much money do they have?
4. Is the setting indoor or outdoor? How does this relate to the product being advertised?
5. How does the setting relate to the values of the types of people who read the magazine?
6. What jewelry, do the models wear? What does this tell you about how much disposable income the readers of the magazine have?
7. What type of clothing does each model wear? Is the clothing formal, informal, casual?
8. Is the clothing washed and unwrinkled? Is the clothing torn or soiled? What does this tell you about the: A) amount of disposable income the readers of the magazine have? B) type of lifestyle the readers of the magazine lead?
9. Overall, how do you think the setting contributes to the overall message of the advertisement?
10. Overall, how do you think the props and clothing contributes to the overall message of the advertisement?