

VALS Homework

Name_____

Overview

For this assignment, you will be asked to analyze three commercials utilizing your new knowledge of the VALS system. For this assignment, you need to choose three different commercials from three different television networks (HGTV, MTV, CBS, ABC). While watching, pay particular attention to the commercials, and then answer the following questions:

Commercial 1:

1. What television network did the main television program appear on? (ABC, CBS, MTV, etc.)
2. What VALS segments would this television show appeal to, and why?
3. What types of commercials tend to appear during the show? List four commercials you saw.
4. Describe one commercial in detail and describe how it appeals to the type of person who would watch the show.

Commercial 2:

1. What television network did the main television program appear on? (ABC, CBS, MTV, etc.)
2. What VALS segments would this television show appeal to, and why?
3. What types of commercials tend to appear during the show? List four commercials you saw.
4. Describe one commercial in detail and describe how it appeals to the type of person who would watch the show.

Commercial 3:

1. What television network did the main television program appear on? (ABC, CBS, MTV, etc.)
2. What VALS segments would this television show appeal to, and why?
3. What types of commercials tend to appear during the show? List four commercials you saw.
4. Describe one commercial in detail and describe how it appeals to the type of person who would watch the show.