

Ad Analysis Table

Product name	Short description of image	Target audience	Advertiser's intention	Advertiser's message	Strategies used**	Values conveyed
Example: XYZ razor	Closely shaven man with a beautiful woman caressing his cheek	Men ages 20 to 30	Sell the razor	If you use this razor, women will love you.	Muted images, focus on the need for love	Seduction, virility

*Advertiser's intention: sell, boost product awareness, change consumer habits, inform, entertain, give ideas, learn things, raise awareness, etc.

**Strategies used: colour, striking photo, slogan, star, etc.

Other: specify