**Advertising Paper Prompt**

The purpose of this paper is for you to **analyze** the advertising for a particular product or a particular company and **evaluate** the effectiveness of the advertisements. You will analyze the advertisements based on their target audience, appeal or appeals, copy/headlines, layout and design, etc. You should have three advertisements for the company or product.

**Suggestions**:

Budweiser or three brands of domestic beer

Coke or Diet Coke or three types of soft drinks

Cover Girl or Lancome or three makeup or perfume ads.

Nike or three brands of athletic shoes

Xbox or three gaming systems

State Farm, Geico, Nationwise or three insurance companies

The more specific, the better. For example, look at three ads for running shoes.

First, select your product or company and find appropriate ads, both print and video. Get more ads than you need so that you can select the best ones upon further evaluation. You will want to narrow the exact focus of your paper.

**Your thesis**: You must decide this after you have studied your ads. The thesis will be based on what you discover.

**The paper**: Should contain brief descriptions of the advertisements and then a comparison/contrast of the ads based on your analysis.

**The final paper should be in MLA Format and 3-4 pages in length.**