

Ad Aware

For each advertisement answer the questions in the space provided.

Station 1 – Sport Fever

1. What is the product or service being advertised? _____
2. What is the ad's claim? _____
3. What is the ad's target audience? _____
(ex. Men, women, children, elderly, single....)
4. To which of Maslow's needs does this ad appeal? **biological, safety, love, esteem, actualization**
5. How long does it protect against wetness? _____

The advertisement features a black and white deodorant canister with a textured grip. The top of the canister is labeled "48hr PROTECTION". The Adidas logo is prominently displayed in the center, with "Sport Fever" written below it in an orange banner. At the bottom of the canister, it lists "action 3 TECH" and "ALUMINUM ZIRCONIUM TETRACHLOROHYDREX GLY".

World's first
absorbent anti-perspirant
with action 3 TECH.™

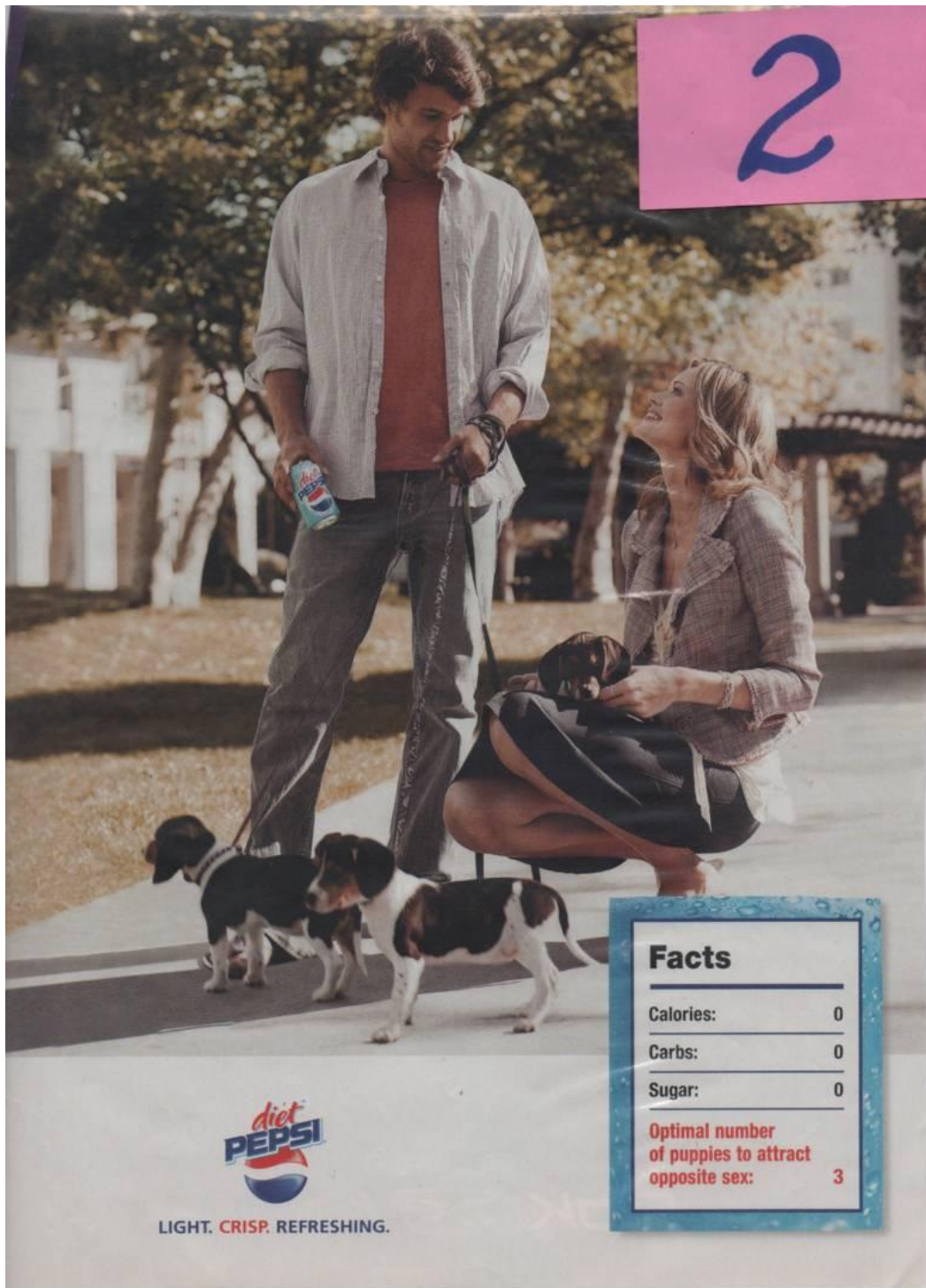
NEW triple action formula with wetness
protection that lasts up to 48 hours.

developed
withathletes™

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adidas, the 3-Strips logo, and the 3-Strips mark are registered trademarks of the adidas Group.

Station 2 – Nice Dog

1. What is the product or service being advertised? _____
2. What is the trying to say? _____
3. What is the ad's target audience? _____
(ex. Men, women, children, elderly, single....)
4. To which of Maslow's needs does this ad appeal? **biological, safety, love, esteem, actualization**
5. What is the ad's slogan? _____



2

Facts	
Calories:	0
Carbs:	0
Sugar:	0
Optimal number of puppies to attract opposite sex:	3

diet
PEPSI

LIGHT. CRISP. REFRESHING.

Station 3 – Snack Time

1. What is the product or service being advertised? _____
2. What is the ad's claim? _____
3. What is the ad's target audience? _____
(ex. Men, women, children, elderly, single....)
4. To which of Maslow's needs does this ad appeal? **biological, safety, love, esteem, actualization**
5. How many types of chips are in the "whole line of light snacks"? _____



3

Lay's
ALL THE TASTE
Light
1/2 the CALORIES
OF REGULAR POTATO CHIPS

ORIGINAL
FAT FREE

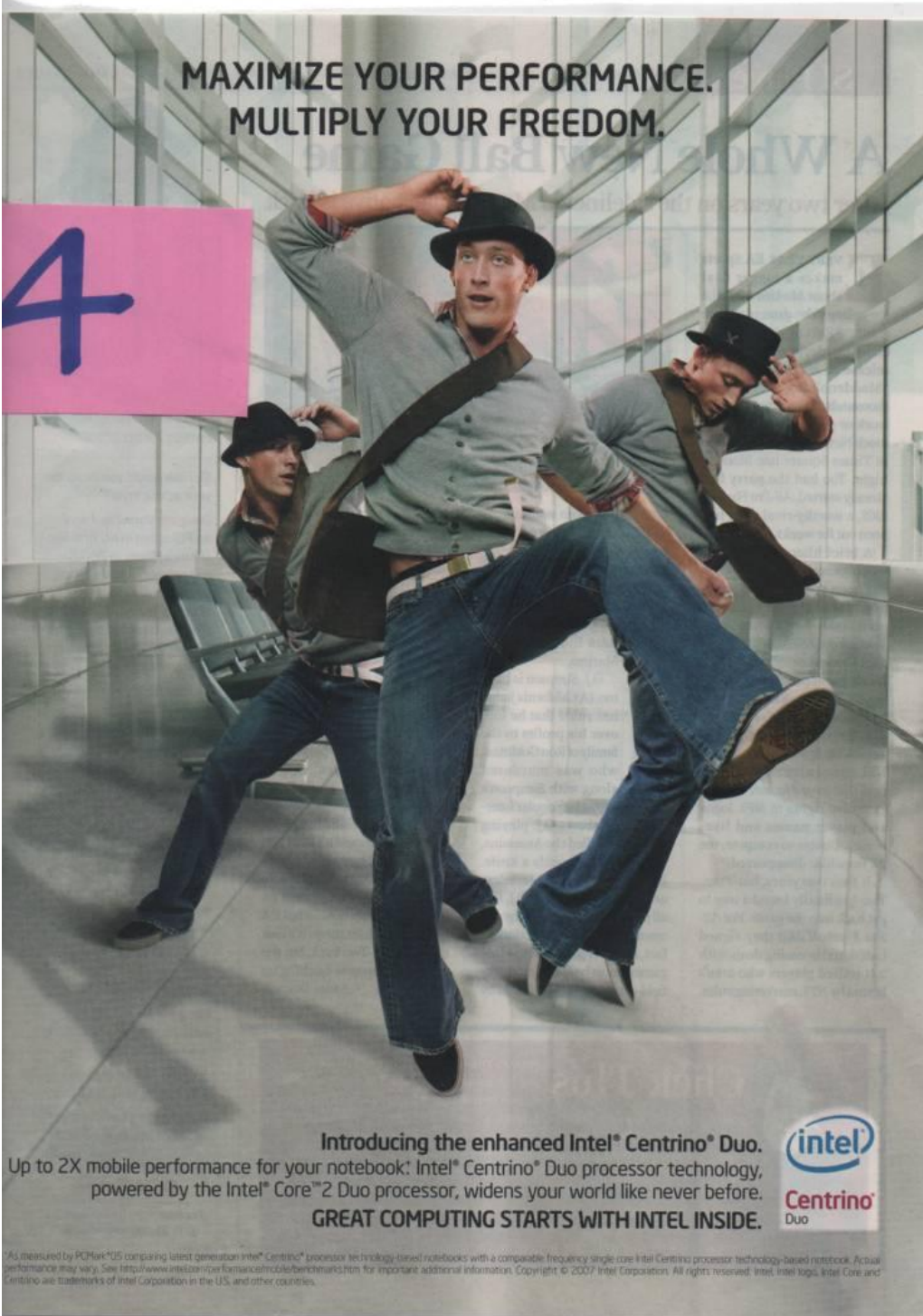
All the taste,
half the calories.

LAYS® Light chips have half the calories, but all of the
taste of LAYS® Classic, America's favorite potato chips.

Try the whole line of light snacks from Frito-Lay.

Station 4 – Freedom


1. What is the product or service being advertised? _____
2. What is the ad's claim? _____
3. What is the ad's target audience? _____
(ex. Men, women, children, elderly, single....)
4. To which of Maslow's needs does this ad appeal? **biological, safety, love, esteem, actualization**
5. What is the ad's slogan? _____



The advertisement features three men in a modern office setting, dressed in light blue shirts, dark trousers, and black hats. They are captured in dynamic, energetic poses, suggesting movement and freedom. The background is a bright, glass-walled office interior. A large pink square with a blue number '4' is visible on the left side. The text 'MAXIMIZE YOUR PERFORMANCE. MULTIPLY YOUR FREEDOM.' is prominently displayed at the top. The Intel logo and 'Centrino Duo' branding are at the bottom right.

**MAXIMIZE YOUR PERFORMANCE.
MULTIPLY YOUR FREEDOM.**

Introducing the enhanced Intel® Centrino® Duo.
Up to 2X mobile performance for your notebook! Intel® Centrino® Duo processor technology,
powered by the Intel® Core™2 Duo processor, widens your world like never before.
GREAT COMPUTING STARTS WITH INTEL INSIDE.


Centrino®
Duo

As measured by PCMark05 comparing latest generation Intel® Centrino® processor technology based notebooks with a comparable frequency single core Intel Centrino processor technology based notebook. Actual performance may vary. See <http://www.intel.com/performance/compare/benchmark.htm> for important additional information. Copyright © 2007 Intel Corporation. All rights reserved. Intel, Intel logo, Intel Core and Centrino are trademarks of Intel Corporation in the U.S. and other countries.

Station 5 – Extended Forecast

1. What is the product or service being advertised? _____
2. What is the ad's claim? _____
3. What is the ad's target audience? _____
(ex. Men, women, children, elderly, single....)
4. To which of Maslow's needs does this ad appeal? **biological, safety, love, esteem, actualization**
5. Where does this product stop acid? _____

EXTENDED FORECAST

Tue	Wed	Thu	Fri	Sat	Sun	Mon
Rain	Rain	Rain	Rain	Rain	Rain	Rain

5

AT LEAST YOU CAN KEEP YOUR HEARTBURN FROM COMING BACK.

Prilosec OTC® is the only over-the-counter heartburn medicine that works to provide 24-hour protection with one pill a day. It blocks heartburn before it starts, by stopping acid at the source.* So heartburn, unlike other annoying things in life, won't keep coming back.

Prilosec OTC
Esomeprazole (20mg) Tablets
14 Tablets
One 14-day course of treatment

THE ROUND-THE-CLOCK HEARTBURN BLOCKER

*It's possible with Prilosec OTC. Use as directed for 14 days for treating frequent heartburn. Not for immediate relief.
©2007 P&G PPAD07118

Station 6 – Massive Lashes

1. What is the product or service being advertised? _____
2. What is the ad's claim? _____
3. What is the ad's target audience? _____
(ex. Men, women, children, elderly, single....)
4. To which of Maslow's needs does this ad appeal? **biological, safety, love, esteem, actualization**
5. Where could you go to get a virtual makeover? _____

6

For a virtual makeover go to
www.rimmellondon.com
888 400 2689 for store locations

5X MASSIVE LASHES

5X BIGGER
NEW VOLUMEBOOST™ COMB

NEW VOLUM'EYES COMB MASCARA


5 TIMES MORE VOLUME Loads lashes more than ever at a stroke.
VOLUMEBOOST™ COMB Easy application from root to tip without clogging.
THE LONDON LOOK Big eyes for a big city. Get noticed.

RIMMEL
LONDON

Volum' Eyes
5 X VOLUME COMB MASCARA

Station 7 – Diane & Bill

1. What is the product or service being advertised? _____
2. What is the ad's claim? _____
3. What is the ad's target audience? _____
(ex. Men, women, children, elderly, single....)
4. To which of Maslow's needs does this ad appeal? **biological, safety, love, esteem, actualization**
5. What are 3 things they have lived without? _____



This is Diane and Bill.


They have:

- 3 kids, 2 grandkids and a 17-year-old cat.
- Seen 12 different prime ministers.
- Gone from rotary to wireless.
- Bought, sold and renovated 4 houses.
- Actually lived without the Internet, bank machines or a microwave.
- Seen some change in their time.

▶ That's why they like Fidelity ClearPath™.

As life changes, Fidelity ClearPath Retirement Portfolios change right along with it. Growth opportunities are maximized early on, gradually becoming more conservative over time, to protect capital and investment gains. So when Diane and Bill are ready for their savings, it's ready for them.

▶ Ask your advisor or visit fidelity.ca/clearpath

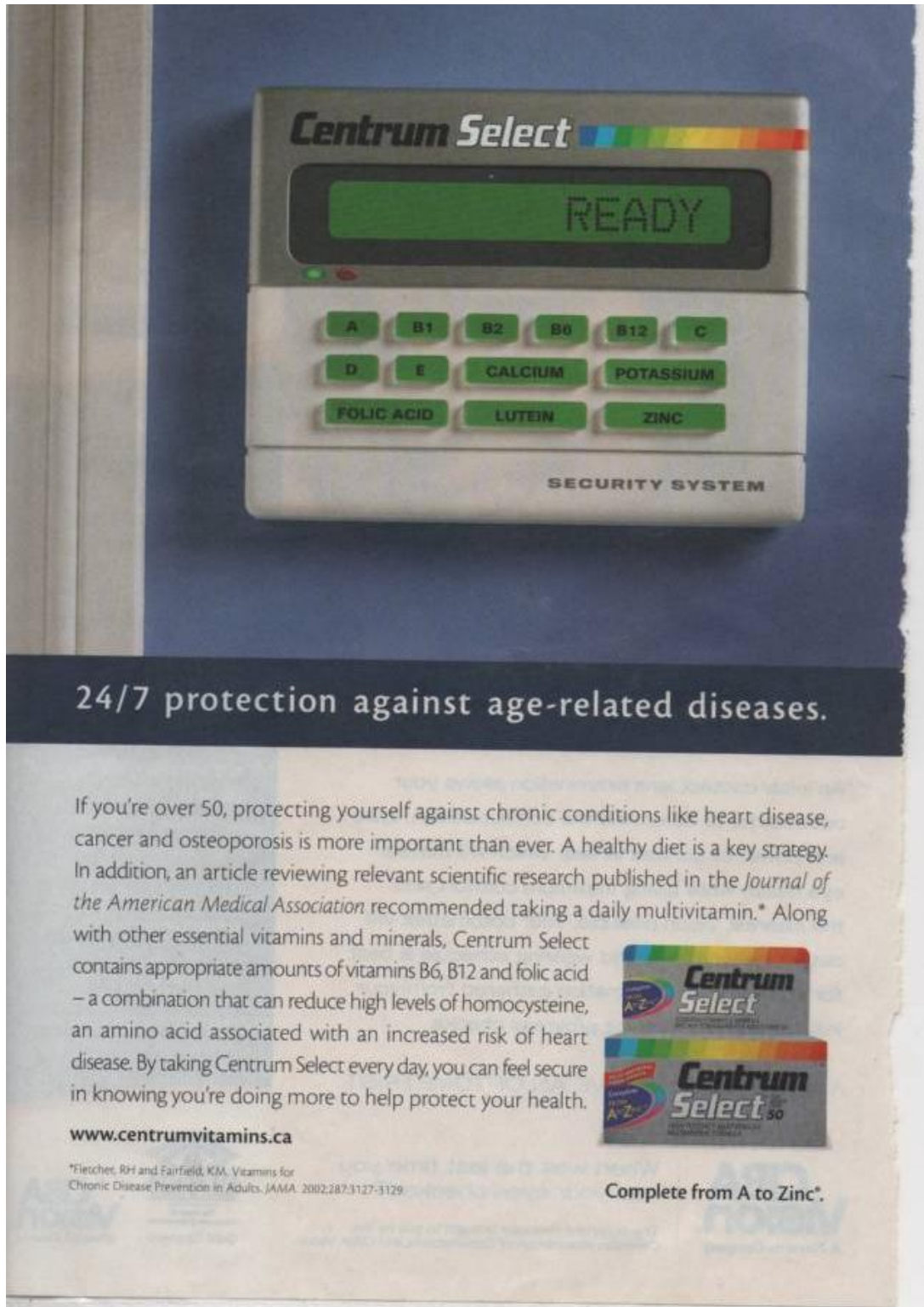
 **Fidelity**
INVESTMENTS

Smart move.

7

Station 8 – Ready...

1. What is the product or service being advertised? _____
2. What is the ad's claim? _____
3. What is the ad's slogan? _____
4. What is the ad's target audience? _____
(ex. Men, women, children, elderly, single....)
5. To which of Maslow's needs does this ad appeal? **biological, safety, love, esteem, actualization**



Centrum Select

READY

A B1 B2 B6 B12 C
D E CALCIUM POTASSIUM
FOLIC ACID LUTEIN ZINC

SECURITY SYSTEM

24/7 protection against age-related diseases.

If you're over 50, protecting yourself against chronic conditions like heart disease, cancer and osteoporosis is more important than ever. A healthy diet is a key strategy. In addition, an article reviewing relevant scientific research published in the *Journal of the American Medical Association* recommended taking a daily multivitamin.* Along with other essential vitamins and minerals, Centrum Select contains appropriate amounts of vitamins B6, B12 and folic acid – a combination that can reduce high levels of homocysteine, an amino acid associated with an increased risk of heart disease. By taking Centrum Select every day, you can feel secure in knowing you're doing more to help protect your health.

www.centrumvitamins.ca

*Fletcher, RH and Fairfield, KM. Vitamins for Chronic Disease Prevention in Adults. JAMA. 2002;287:3127-3129.

Complete from A to Zinc*.