



## Advertising Worksheet

Looking at your advertisement answer the following questions:

What is the ad selling?

Who is the target audience?

What is the hook?

What are they not telling me?

Ideas for comparing snack foods:

	Advertisement	Product 1	Product 2	Product 3
Name of Product				
Grams of Sugar				
Grams of Fiber				
Grams of Saturated Fat (Slow Fat)				
Grams of Trans Fat				
Ingredients that may make this a slow food				
Ingredients that may make this a go food				