Name: Date: Start Time: Stop Time:

***Kids' Commercials***

*Directions: Watch food commercials during 1 hour of television on Saturday morning. Record what you can about each commercial using the following categories. Use more paper if needed. Write a summary of what you learned. Staple all pages together and be ready to report on Monday.*

| **Product** | **Target Audience** | **Hook** | **Message** | **Sounds** | **Visual Appeal** | **Descriptive Words** |
|---|---|---|---|---|---|---|
| *Example: Corn Puffs* | *Grade school kids, boys more than girls* | *Skateboarder 10-12 years old* | *Cool athletic kids like Corn Puffs. If you're cool, you will too.* | *Jammin' rock music, skateboard grinds, loud, friendly kid announcer* | *Lots of action, bright color, good-looking kids, stylish clothes* | *Radical, delicious, sweet energy for your busy day* |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |