Grade 12 Phys. Ed. Module B Lesson 4

Ad Analysis – Fitness Equipment

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| Factor | Product 1 - | Product 2 - |
| Target market (age, body type, etc.) |  |  |
| Sales pitch (angle) |  |  |
| Claims (realistic) |  |  |
| Claims (unrealistic) |  |  |
| Cost/payment options |  |  |

1. Identify similarities and differences between the two ads.

2. What makes an ad seem misleading or legitimate?

3. What should a consumer know to make an informed purchase?