**Advertisement Activity**

Now that we have taken a look at what makes an advertisement effective we will work in pairs and examine some current ads as well as some ads from the past.

In pairs and in a word document search up two advertisements for each core emotion, one from 2016-2017 and one from years earlier. Write 3-5 sentences for each advertisement discussing what makes the advertisement effective, would the advertisement still be effective today? What was your personal reaction to the ad?

**Emotions:**

Happy/Humor

Sadness

Scared/Surprised

Angry/Disgusted

**Example:**

Happy/Humor

Example Ad Url – 2017

This advertisement is effective because it is funny. I do not think this advertisement would be as effective in the past because people would not have understood the joke. This Ad made me laugh and I did not find it annoying so I am more likely to buy the product or show the ad to someone else.