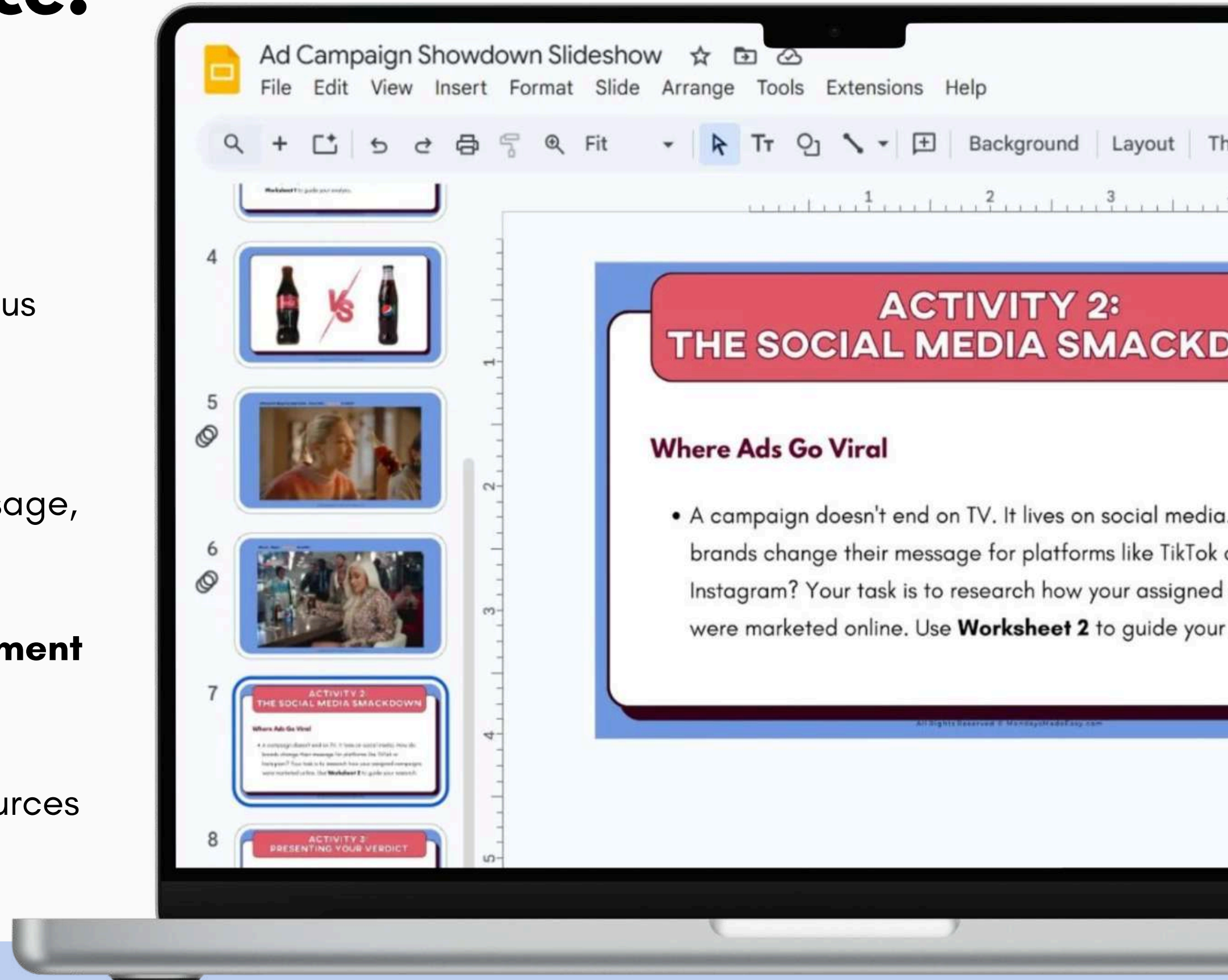




# Included with this resource:

- ✔ **Ad Campaign Showdown Slideshow**
  - Introduce persuasive techniques, media conventions, and advertising strategies
  - Includes YouTube links to ads from two famous rival corporations
- ✔ **Ad Campaign Showdown Graphic Organizer**
  - Guide students in analyzing the central message, emotional appeal, and audience of each ad
- ✔ Editable & Ready-to-Print **Presentation Assignment Outline** and **Rubric**
- ✔ **Teacher Instructions** for how to use these resources



Includes Digital Version for Google Drive®

# Analyzing Techniques in Advertisements

This real-world activity builds critical thinking as students examine rhetorical strategies, target audiences, and central messaging used in advertising

Ad Campaign Showdown Slideshow

File Edit View Insert Format Slide Arrange Tools Extensions Help

+ [Icons] Fit [Icons] Background Layout Theme Transition

1 2 3 4 5 6

## ACTIVITY 2: THE SOCIAL MEDIA SMACKDOWN

### Where Ads Go Viral

- A campaign doesn't end on TV. It lives on social media. How do brands change their message for platforms like TikTok or Instagram? Your task is to research how your assigned campaigns were marketed online. Use **Worksheet 2** to guide your research.

ACTIVITY 2: THE SOCIAL MEDIA SMACKDOWN

ACTIVITY 2: PRESENTING YOUR VERDICT

Name: \_\_\_\_\_ Date: \_\_\_\_\_

PROMPTS	CAMPAIGN A	CAMPAIGN B
<b>Rhetorical Appeal</b> Decide whether the ad relies most on Pathos (emotion), Logos (logic), or Ethos (credibility). Give specific examples from the ad to support your answer.		
<b>Visuals and Music</b> Describe the imagery, colors, camera angles, and music used. Explain how these elements affect the ad's tone and message.		
<b>Effectiveness</b> Based on your analysis, decide which campaign was more effective in delivering its message. Support your answer with evidence.		

Name: \_\_\_\_\_ Date: \_\_\_\_\_

## Ad Campaign Showdown

Uncovering the secrets behind advertising's greatest rivalries

### Worksheet #1: The Ad Campaign Face-Off

**Instructions:** Watch the TV ads for the two assigned campaigns. After viewing, use the graphic organizer provided below to compare Campaign A and Campaign B side by side. For each prompt listed on the left, write your answers clearly in the corresponding boxes. Be specific, support your responses with examples from the ads, and make sure your explanations are thoughtful and complete.

PROMPTS	CAMPAIGN A	CAMPAIGN B
<b>Central Message</b> Write a one-sentence summary of the main idea...		

Name: \_\_\_\_\_ Date: \_\_\_\_\_

### The Grand Finale: Presenting Your Verdict

**Instructions:** Use your completed worksheets to create a short presentation (approximately 5-7 minutes) to share your findings with the class.

**Presentation Structure:**

- Introduction** - Briefly introduce the two competing campaigns.
- Comparative Analysis** - Present your findings from Worksheet 1, explaining the central messages, target audiences, and rhetorical appeals of each ad.
- Social Media Strategy** - Share your insights from Worksheet 2, showing how each campaign used social media to engage viewers.
- The Verdict** - End your presentation by giving your final judgment on which campaign was more successful overall, using evidence from both worksheets to support your conclusion.

**Rubric for grading:**

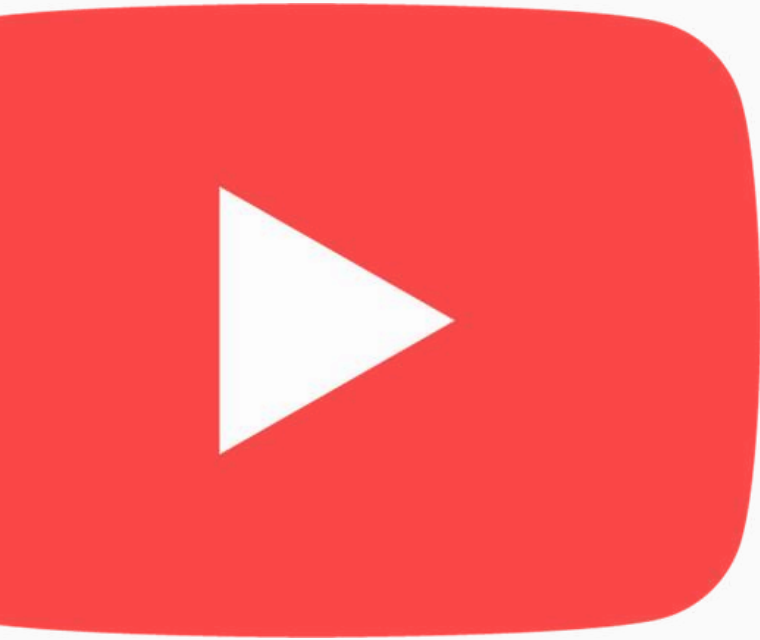
Criteria	Level 1 (0-49%)	Level 2 (50-64%)	Level 3 (65-79%)	Level 4 (80-100%)
<b>Knowledge and Inquiry</b>	Minimal or unclear comparison; lacks structure or key ideas.	Basic comparison with limited depth; some important points may be unclear.	Clear comparison with some thoughtful points; most key elements are addressed.	Insightful and well-structured comparison of both campaigns; key differences and similarities are clearly explained.
<b>Application</b>	Little to no evidence used; conclusions are unsupported or vague.	Few examples used; connections between evidence and conclusions are weak.	Uses relevant examples to support most points; some connections may be general.	Strong use of specific examples from both worksheets and ads; evidence clearly supports conclusions.
<b>Communication</b>	Disorganized or unclear delivery; visual aids are missing or ineffective.	Uneven delivery or organization; visual aids are present but may not support key points.	Clear delivery and organization; visual aids are used appropriately.	Confident delivery, well-organized flow, effective use of visual aids; engages audience.

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# Ad Showdown Slideshow Lesson

Review common persuasive techniques and explain how advertisers tailor messages to influence different audiences

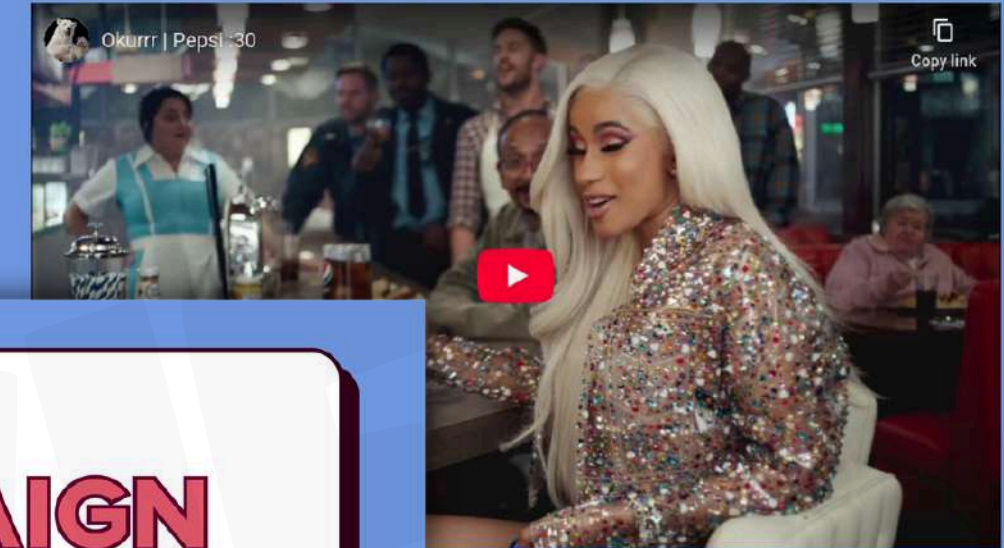


## ACTIVITY 1: THE AD CAMPAIGN FACE-OFF

### Your First Challenge!

- In your groups, you will be assigned two competing ad campaigns. Your task is to analyze each message, target audience, and emotional appeal. Use **Worksheet 1** to guide your analysis.

Okurrr - Pepsi - [click here to watch](#)



## AD CAMPAIGN SHOWDOWN

Uncovering the Secrets Behind Advertising's Greatest Rivalries

## ACTIVITY 2: MEDIA SMACKDOWN

### Where Ads Go Viral

- A campaign doesn't end on TV. It lives on social media. How do brands change their message for platforms like TikTok or Instagram? Your task is to research how your assigned campaigns were marketed online. Use **Worksheet 2** to guide your research.



Includes YouTube links to commercial advertisements from two famous rival corporations!

# Ad Campaign Showdown Graphic Organizer

Guide students to think about tone, visual elements, and what may be implied or left out of each advertisement

Identify the central message, analyze how the message is constructed, and reflect on the techniques used to persuade viewers

Name: \_\_\_\_\_ Date: \_\_\_\_\_

## Ad Campaign Showdown

Uncovering the secrets behind advertising's greatest rivalries

### Worksheet #1: The Ad Campaign Face-Off

**Instructions:** Watch the TV ads for the two assigned campaigns. After viewing, use the graphic organizer provided below to compare Campaign A and Campaign B side by side. For each prompt listed on the left, write your answers clearly in the corresponding boxes. Be specific with examples from the ads, and make sure your explanations are thoughtful and complete.

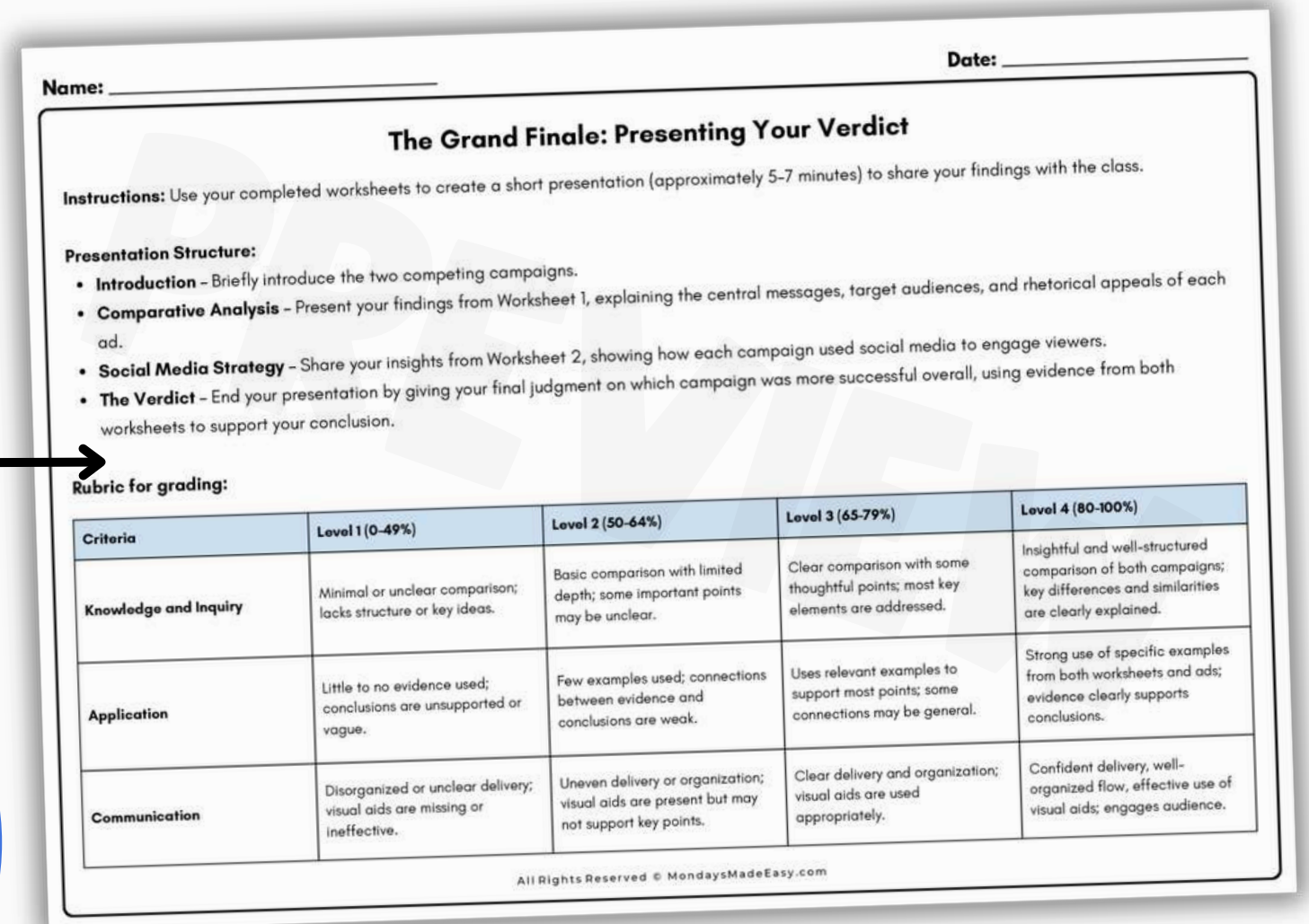
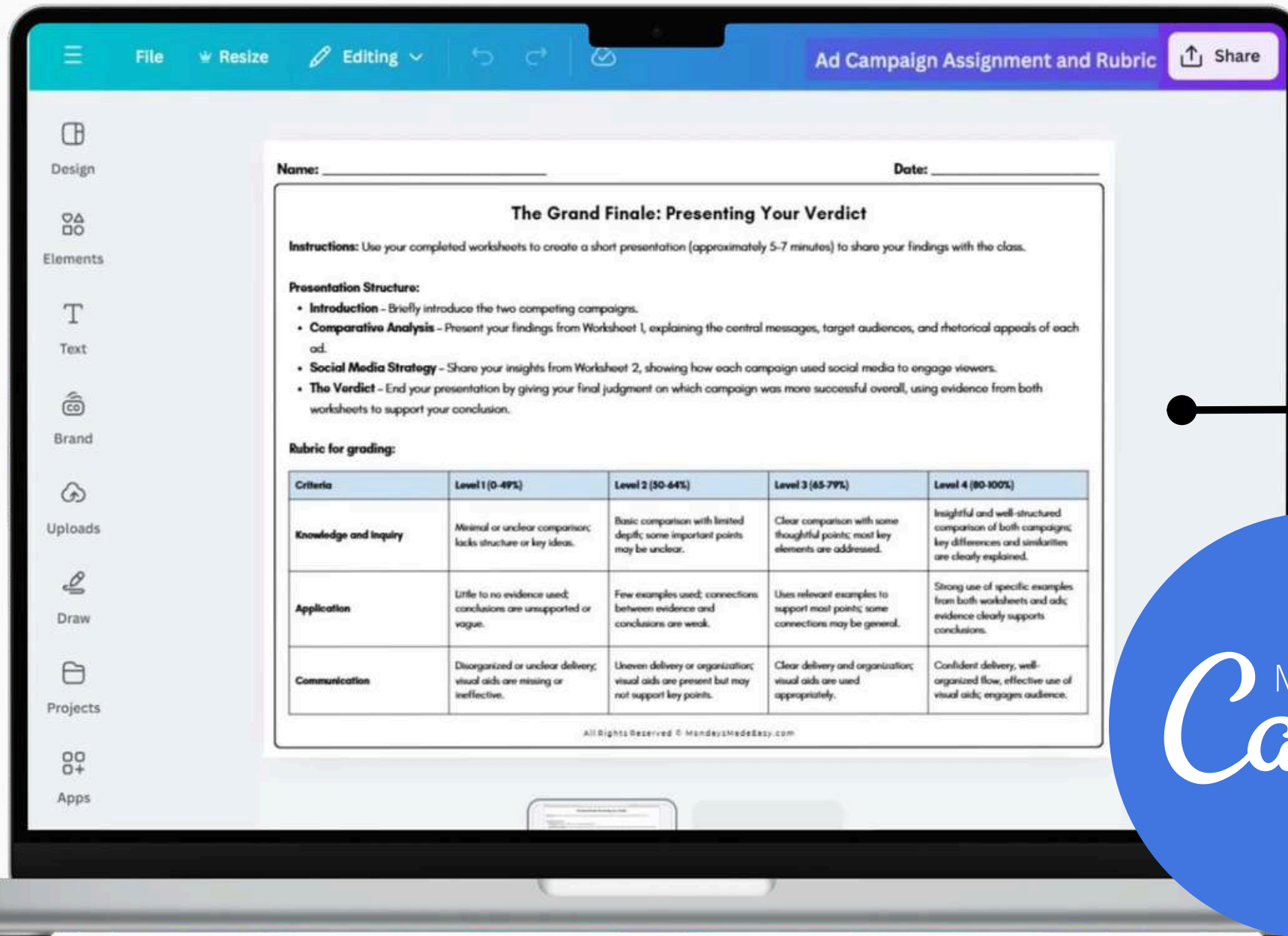
PROMPTS	CAMPAIGN A	CAMPAIGN B
<b>Central Message</b> Write a one-sentence summary of the main idea or message of each campaign.		
<b>Target Audience</b> Identify who the ad is trying to reach. Use clues from the ad such as music, actors, setting, or style.		
<b>Rhetorical Appeal</b> Decide whether the ad relies most on Pathos (emotion), Logos (logic), or Ethos (credibility). Give specific examples from the ad to support your answer.		
<b>Visuals and Music</b> Describe the imagery, colors, camera angles, and music used. Explain how these elements affect the ad's tone and message.		
<b>Effectiveness</b> Based on your analysis, decide which campaign was more effective in delivering its message. Support your answer with evidence.		

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Includes Answer Key!

# Includes Editable & Ready-to-Print Assessment Materials!

Modify assignment instructions and rubrics to meet the unique needs of your classroom



Formatted for Canva®!