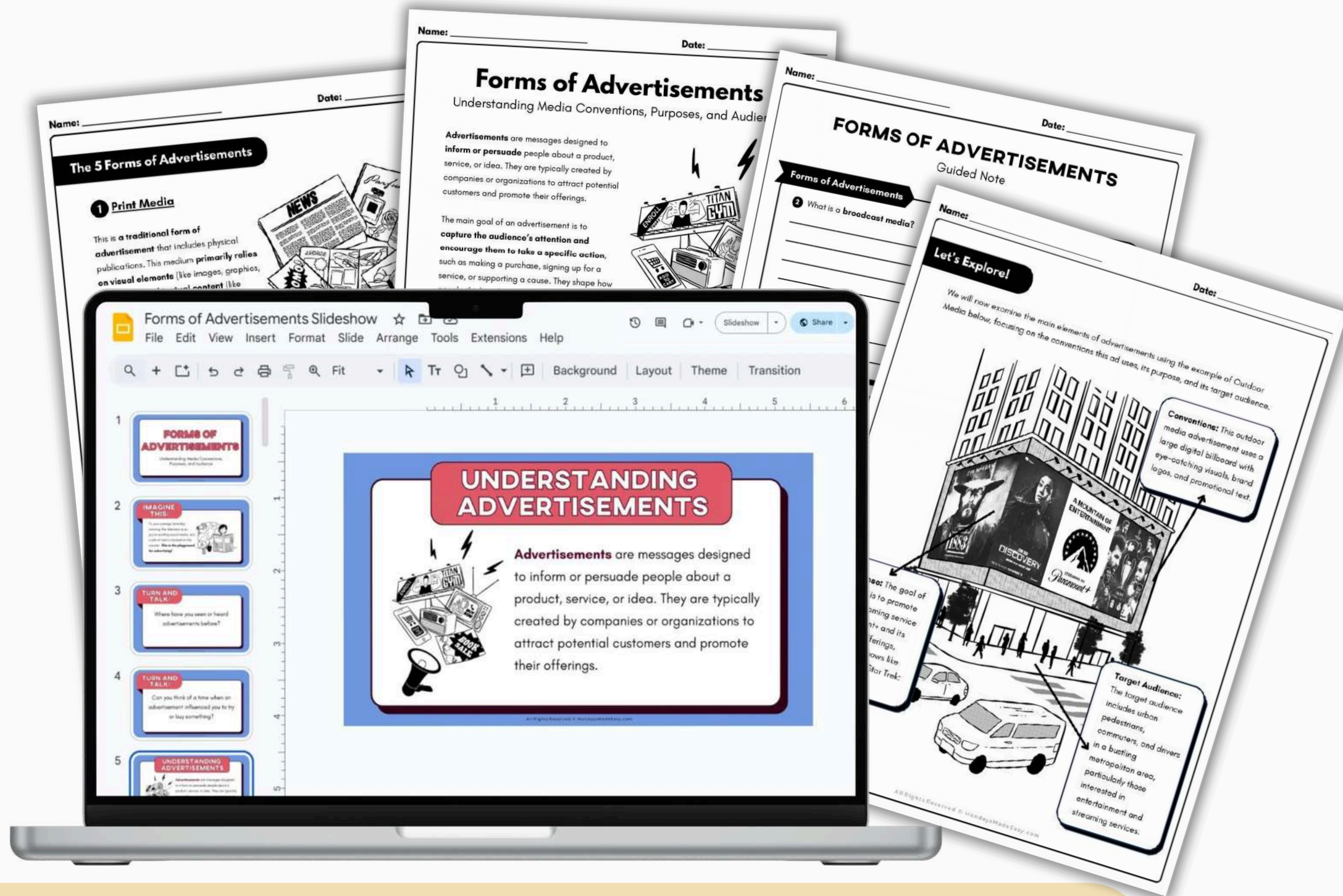


Forms of Advertisements Activity

Students will learn about the five types of ads, explore target audiences, and analyze media messages during this interactive lesson plan!



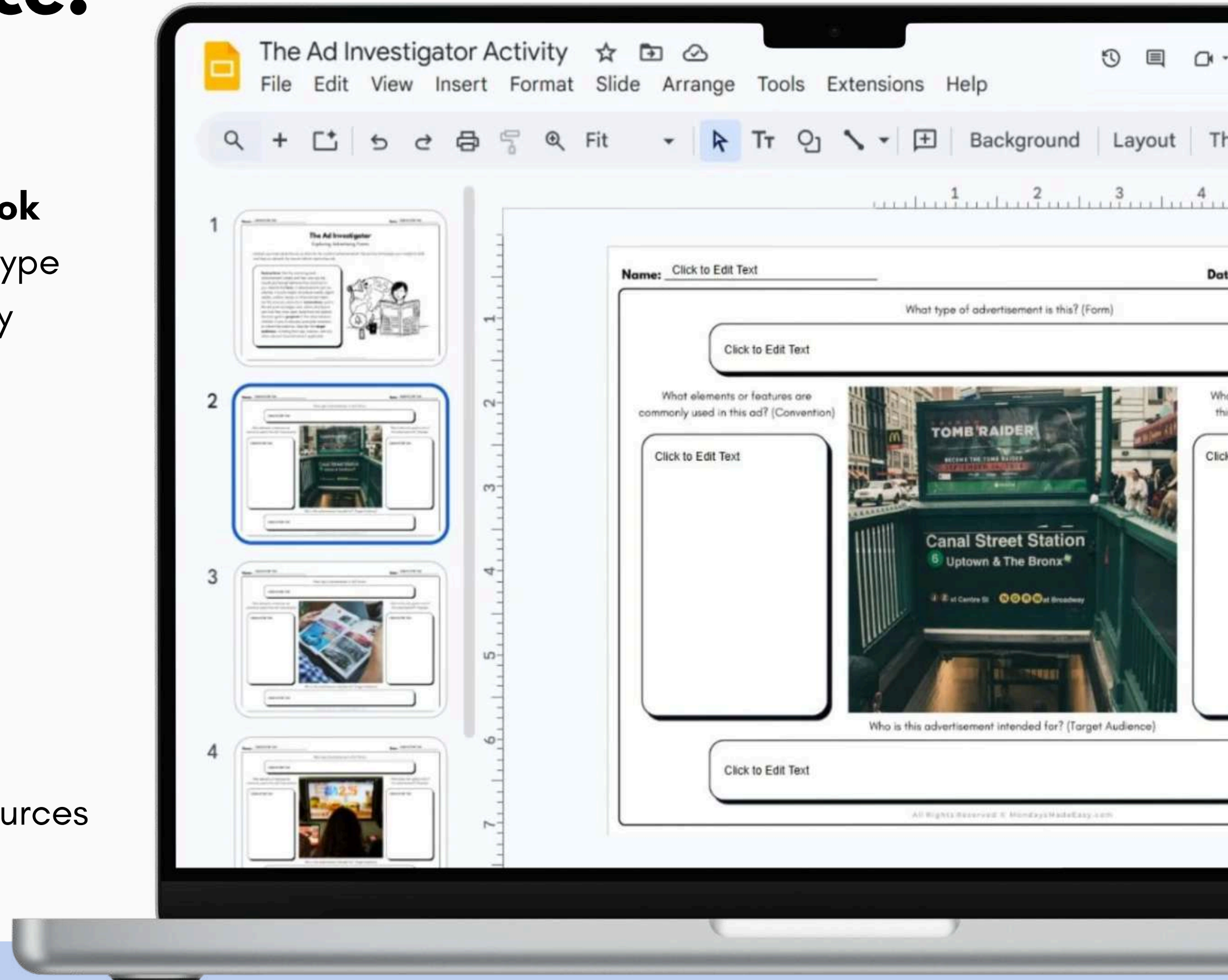
- **Introduce students to advertising formats** using visual examples and guided notes to recognize media conventions and audience targeting.
- **Engage learners in hands-on analysis activities** to categorize ads, evaluate their purpose, and examine audience appeal.
- **Reinforce learning** with sorting tasks and reflection exercises that encourage comparisons of advertising techniques and persuasive choices across media.

Teach and analyze the five major forms of advertising!

PURCHASE HERE

Included with this resource:

- ✔ Forms of Advertisement **Slideshow Lesson**
- ✔ Forms of Advertisement **Informational Handbook**
 - This handbook defines each advertisement type and notes characteristics, examples, and key media conventions.
- ✔ Slideshow Lesson **Guided Note**
- ✔ **Ad Investigator Activity**
- ✔ Ad Quest **Sorting Activity**
- ✔ Detailed **Answer Keys**
- ✔ **Teacher Instructions** for how to use these resources



Includes Digital Version for Google Drive®

Forms of Advertisements Slideshow Lesson

Introduce the five major forms of advertising: print, broadcast, digital, outdoor, and informational ads

DISCUSSION QUESTIONS:

How important is it for advertisements to align with the values and interests of their target audience?

EXAMPLES OF DIGITAL MEDIA

Websites

- Banners, pop-ups, or embedded videos, targeting users based on browsing history and interests



Social Media

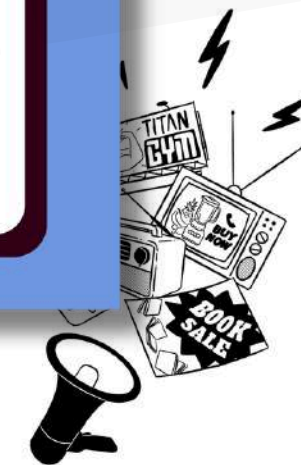
Examples include Facebook, Instagram, and Twitter ads, including posts, stories, and sponsored content

FORMS OF ADVERTISEMENTS

Understanding Media Conventions, Purposes, and Audience

UNDERSTANDING ADVERTISEMENTS

Advertisements are messages designed to inform or persuade people about a product, service, or idea. They are typically created by companies or organizations to attract potential customers and promote their offerings.



LET'S EXPLORE!

Conventions:

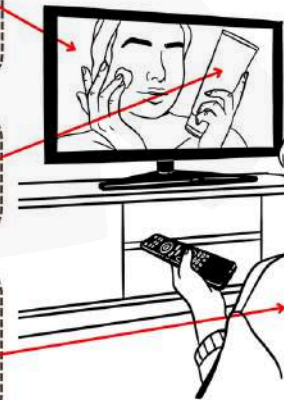
The ad features typical elements such as a person applying a facial product. It highlights the product in use, along with relevant branding and visual appeal.

Purpose:

The purpose of the ad is to promote a skincare product by showcasing its application and benefits in a relatable, everyday scenario.

Target Audience:

The target audience is individuals who are interested in skincare and beauty routines, likely ranging from teenagers to adults who prioritize personal care.



Guided Note and Informational Handout

Help students solidify their understanding by noting characteristics, examples, and key media conventions of each type of advertising

Name: _____ Date: _____

FORMS OF ADVERTISEMENTS

Guided Note

Forms of Advertisements

2 What is a broadcast media?

Examples:


Conventions	Purpose
What common features are usually found in broadcast media advertisements?	What is the main goal of broadcast media advertisements?

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Name: _____ Date: _____

Let's Explore!

We will now examine the main elements of advertisements using the example of **Print Media** below, focusing on the conventions this ad uses, its purpose, and its target audience.



Conventions: This digital promotional offer format includes a prominent headline, a brief description of the offer, and a clear call-to-action button.

Target Audience: The ad targets iPhone users who are potential new subscribers to Apple Music, especially those who enjoy streaming music and are exploring new music services.

Purpose: The aim of this ad is to promote Apple Music by offering a three-month trial to new iPhone users, encouraging them to subscribe to the service.

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Name: _____ Date: _____

Forms of Advertisements

Understanding Media Conventions, Purposes, and Audience

Advertisements are messages designed to **inform or persuade** people about a product, service, or idea. They are typically created by companies or organizations to attract potential customers and promote their offerings.

The main goal of an advertisement is to **capture the audience's attention and encourage them to take a specific action**, such as making a purchase, signing up for a service, or supporting a cause. They shape how people think and act, increase awareness of products, strengthen brand identity, and provide important information.



Main Elements of Advertisements

Advertisements comprise various elements that ensure their effectiveness. These elements serve different purposes: they attract attention, engage the audience, communicate the brand message, and drive action. These diverse components can be categorized into three main elements:

- Conventions:** These refer to the **standard features or norms** typically seen in advertisements, such as slogans, logos, taglines, branding, and visual and textual elements.
- Purpose:** This relates to the **goals** of the advertisement, such as increasing awareness, convincing potential customers, or promoting a product/service.
- Target Audience:** This identifies the **specific group of people** the advertisement aims to reach, based on factors like demographics, interests, and behaviors.

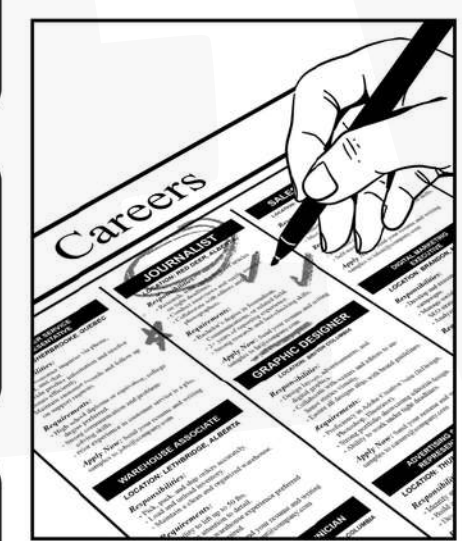
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Name: _____ Date: _____

FORMS OF ADVERTISEMENTS

Guided Note

We will now examine the main elements of advertisements using the example of **Print Media** below, focusing on the conventions this ad uses, its purpose, and its target audience.



Conventions: This print advertisement includes a clear headline, a detailed description of the job requirements, and contact information for the employer.

Purpose: The purpose of the ad is to inform job seekers about available positions and encourage them to apply.

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Name: _____ Date: _____

Let's Explore!

We will now examine the main elements of advertisements using the example of **Print Media** below, focusing on the conventions this ad uses, its purpose, and its target audience.

This advertisement includes several key elements: a clear headline, a detailed description of the job requirements, and contact information for the employer.

Purpose: The purpose of the ad is to inform job seekers about available positions and encourage them to apply.

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Ad Investigator Application Activity


Students will analyze a variety of advertisements and categorize them by type, while also noting their conventions, the target audience, and the purpose of each ad

Explore **5 Examples** of Advertisements!

Name: _____ Date: _____

What type of advertisement is this? (Form)

What elements or features are commonly used in this ad? (Convention)




What is the main goal or aim of this advertisement? (Purpose)

Who is this advertisement intended for? (Target Audience)

Name: _____ Date: _____

What type of advertisement is this? (Form)

What elements or features are commonly used in this ad? (Convention)




What is the main goal or aim of this advertisement? (Purpose)

Who is this advertisement intended for? (Target Audience)

Name: _____ Date: _____

What type of advertisement is this? (Form)

What elements or features are commonly used in this ad? (Convention)




What is the main goal or aim of this advertisement? (Purpose)

Who is this advertisement intended for? (Target Audience)

Name: _____ Date: _____

What type of advertisement is this? (Form)

What elements or features are commonly used in this ad? (Convention)




What is the main goal or aim of this advertisement? (Purpose)

Who is this advertisement intended for? (Target Audience)

Name: _____ Date: _____

What type of advertisement is this? (Form)

What elements or features are commonly used in this ad? (Convention)



What is the main goal or aim of this advertisement? (Purpose)

Who is this advertisement intended for? (Target Audience)

The Ad Investigator

Exploring Advertising Forms

Unleash your inner detective as we dive into the world of advertisements! This activity will sharpen your analytical skills and help you decode the secrets behind captivating ads.

Instructions: Start by reviewing each advertisement closely and then note any key visuals and textual elements that stand out to you. Identify the **form** of advertisement, such as whether it is print media, broadcast media, digital media, outdoor media, or informational media. List the common elements or **conventions** used in the ad, such as images, text, colors, and layout, and how they were used. Determine and explain the main goal or **purpose** of the advertisement, whether it aims to educate, persuade, entertain, or inform the audience. Describe the **target audience**, including their age, location, and any other relevant characteristics if applicable.



Ad Quest Sorting Activity

Students will cut and sort illustrated advertisements into five media categories


Name: _____ Date: _____

Ad Quest

Adventures in Advertising

Materials Needed:
1. Scissors
2. Glue or Tape

Instructions:
Carefully examine each advertisement illustration, then cut out the photos using scissors. Identify the form of advertisement depicted in each image and attach the photo in the corresponding section of the table that matches the advertisement form. Finally, answer the given questions to wrap up the activity.



Name: _____ Date: _____

DIGITAL MEDIA

Name: _____ Date: _____

INFORMATIONAL MEDIA

Name: _____ Date: _____

INFORMATIONAL MEDIA

AD QUEST
Adventures in Advertising

Answer the following questions. Answer the following using full sentences.

1. How are the advertisements in each form similar or different?

2. How do different forms of advertisements grab the attention of their target audience and effectively deliver their messages?

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INCLUDES ANSWER KEYS!

Compare ad strategies and explain how they appeal to specific audiences using different media conventions!