

Evaluating Advertising Messages

In this activity, marketing students will evaluate a few press and billboard ads to determine whether the messaging is clear and effective.

Review the following ads for Silberman's Fitness Center, Kit Kat, and Honda.

The ads are cleverly designed to be both "attention-grabbing" and to convey humor, and most importantly, trigger the target consumer into action. Your task is to assess whether they are effective pieces of advertising.





Student Discussion Questions

1. Do you think that these ads would have a good "cut-through" and get attention? Why/why not?
2. Do you find them humorous?
3. Who is the likely target market in terms of the age group and lifestyle?
4. Thinking about the target markets, how do you think that they would react to (or feel about) the ad?
5. As a result of your response to question 4, do you think that these ads would have been successful in attracting first-time and repeat customers?