

Name: _____ Date: _____ Start Time: _____ Stop Time: _____

Kids' Commercials

Directions: Watch food commercials during 1 hour of television on Saturday morning. Record what you can about each commercial using the following categories. Use more paper if needed. Write a summary of what you learned. Staple all pages together and be ready to report on Monday.

Product	Target Audience	Hook	Message	Sounds	Visual Appeal	Descriptive Words
<i>Example: Corn Puffs</i>	<i>Grade school kids, boys more than girls</i>	<i>Skateboarder 10-12 years old</i>	<i>Cool athletic kids like Corn Puffs. If you're cool, you will too.</i>	<i>Jammin' rock music, skateboard grinds, loud, friendly kid announcer</i>	<i>Lots of action, bright color, good-looking kids, stylish clothes</i>	<i>Radical, delicious, sweet energy for your busy day</i>