**Superbowl Ad Assignment**

Watch at least five ads from 2017’s Superbowl (use your Google skills) and pick your one favourite and one least favourite Superbowl commercial and answer the following questions for each of the ads (copy this out for the second ad):

1.    Describe the ad, the company, the brand, and basic message.

2.    Who was the ad trying to target and how was that target market shown in the ad?

3.    Explain why you think the advertiser has targeted this group and chosen the Super Bowl to do so.

4.    Do you think this advertisement is effective at gaining the attention of the target audience?  Explain why or why not.

5.    What particularly did you like or dislike about the ad?

Email – rsangha@sd38.bc.ca when completed.