

Name \_\_\_\_\_

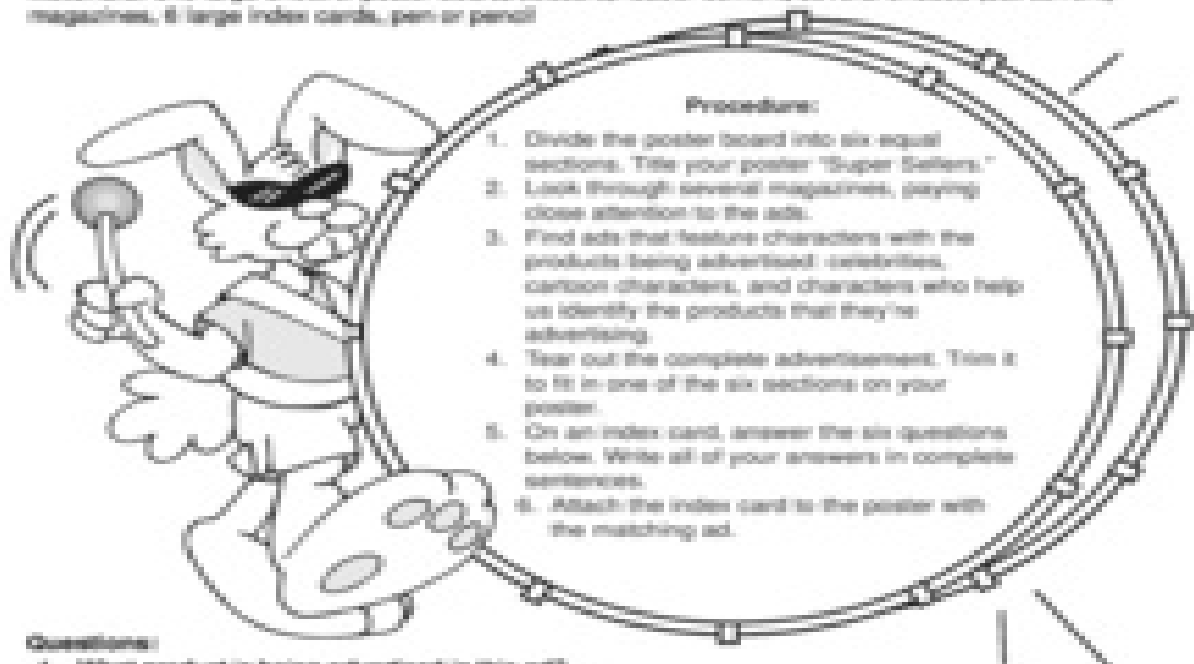
Evaluating advertising  
Making a poster

## Lights, Camera, Advertise!

Most major advertising agencies in our country have offices on or near Madison Avenue in New York City. It was in these offices that some of America's most famous commercial celebrities were born: the Maytag repairman, Snuggly, the Snuggly Fabric Softener bear, and even the Pillsbury Doughboy!

Take a closer look at these well-known characters as you complete a poster on famous "Super Sellers." Read all of the directions below before beginning your project.

**Materials:** one large sheet of poster board, scissors, rubber cement, several unused (but current) magazines, 6 large index cards, pen or pencil



### Questions:

1. What product is being advertised in this ad?
2. What person or character is featured in the ad?
3. Why do you think this person or character was chosen by the company to represent its product?
4. List five adjectives that describe the person or character.
5. Would the ad still have appeal if the person or character was not in it? Explain.
6. To whom is the ad directed?

**Bonus Box:** Ask your mom and dad to describe a favorite ad that they read from their childhood.