

Can You Spot the Online Ads?

With a partner, research different kinds of online ads. Hunt for each type of ad listed below. Complete the chart with the appropriate information.

Type of Advertisement	Who is responsible for the ad?	What does the ad say?	What does the ad want you to do?	Who is the audience the ad is targeting? Is it successful?
Banner Ad				
Viral Video Ad				
E-Mail Ad				
Advergame				
Other				

1. How successful were the different types of ads in influencing you to purchase the product they were advertising?
2. Why do you think the target audience would buy that product?