



Name: _____

Date: _____

Tricks of the Trade

Instructions: Attach your ad to this sheet, and answer the following questions.

1. What images are used in the ad?
2. What words are used?
3. What does the advertiser want you to think about this drink?
4. In what publication did you find the ad? Who reads it?
Who do advertisers want to buy the drink?
5. How does this ad compare to what you know about alcohol?

