

Graphic Organiser: Advertisement

Create your own ad for a product (computer game, new breakfast cereal, sports shoes).

Use the survey grid below to help you interview a test group who will analyse your ad and give you feedback so you can improve its use of language, its layout and its suitability for your target audience.

PRODUCT:

Question about the ad	Responses from different people			
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				