

# Critical Marketing Analysis

What is the product or brand being sold?	What group is the advertisement aimed at?
How are the people in the advertisement being portrayed? (Analyze in the context of gender, age, and culture.)	What is the gimmick or hook being used to sell the product?
Does the product or brand serve the common good? Explain your reasoning.	
As a media literate person, a critical consumer of the media, what is your moral conclusion about this advertisement?	

