Critical Marketing Analysis

Does the product or brand serve the common good? Explain your reasoning.

What group is the advertisement aimed at?

What is the product or brand being sold?

How are the people in the advertisement being portrayed? (Analyze in the context of gender, age, and culture.)

As a media literate person, a critical consumer of the media, what is your moral conclusion about this advertisement?

What is the gimmick or hook being used to sell the product?