

## Family Activity 2

# Track Your Ads

Advertisers place ads on TV shows they think their target audience is watching. Do they choose correctly? Choose a favorite family TV show to watch with your child. Write down two ads that appear during the show. After each of you has finished your part of the chart, compare notes. You might be surprised by what you see!

### Family Members

Name: \_\_\_\_\_ Name: \_\_\_\_\_

Age: \_\_\_\_\_ Age: \_\_\_\_\_

Gender: \_\_\_\_\_ Gender: \_\_\_\_\_

TV Show: \_\_\_\_\_

### Ad #1

	Family Member #1	Family Member #2
Product or service:		
Who is the ad targeted to?		
Would you buy the product or service?		

### Ad #2

	Family Member #1	Family Member #2
Product or service:		
Who is the ad targeted to?		
Would you buy the product or service?		