**Advertising Assignment #1 - Advertising Approaches and Claims**

**Value: 15 marks**

Your task is to find a total of eight (8) ads/commercials, identify which claim or approach is made by the ad, and example how it makes the claim or uses the approach. Your ads can be images or videos or TV commercials. ***DO NOT submit photos of products. Your ads must be actual advertisements for products or services.***

Claims - Using sites like Google Images and YouTube, find ads that use four (4) of the Advertising Claims you’ve studied so far. You may only use each claim and ad once. Identify the claim made by the ad, and explain how it makes that claim.

Approaches - . Using sites like Google Images and YouTube, find four (4) ads that use advertising approaches. You may only use each approach and ad once. Identify the approach used by the ad, and explain how it uses that particular approach.

Your assignment may be in the form of a Power Point, a Word document or a video/slideshow. All ads must be referenced. A URL (link) is all you need.

**Example:**

