

## Analyzing Web Commercial –Calorie Mate–

Grade(    ) Class(    ) Name(                    )

## 1. Basic Information

What is advertised?	
What company did create it?	
The form of the advertisement	
The length of the advertisement	
Songs used in the advertisement	
When was this advertisement published?	

## 2. Interruption of the advertisement

(1)Overall story of the advertisement

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(2) Who are the target of this advertisement? Why do you think so?

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### (3)Characteristic points of this advertisement

The structure of the story	
Songs, animations	
Advertising of the item and the enterprise	
Others	

(4) The differences between Web advertisement and TV advertisement

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(5)The expected message of this advertisement, considering upon comments

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