



## ***A Look to the Future* Activity**

### **Print Advertising Across the Centuries**

#### **Overview**

Imagine society at the beginning of the twenty-second century. How might products used today have changed? How might advances in technology affect the creation and display of print advertisements of the future?

#### **Directions**

Study the hypothetical future advertisement that you created carefully. Review the assignment questions and write your answers on a separate sheet of paper or in a word-processing document. Please include your name and the assignment name on your answer sheet. When you have finished, compare and contrast the contemporary and future advertisements of the same product or one similar to the product promoted in your historical advertisement using the *Comparing Present & Future* Venn diagram.

#### **Questions**

1. Describe the product that is being advertised and its use(s). Do you think the product can live up to the advertisement's claims? Why or why not?
2. What in the advertisement grabs your attention? Why? If nothing strikes you, explain why.
3. Who is the target audience for the advertisement? How do you know? What other audiences might the advertisement's creator have targeted?
4. To what emotion, desire, or wish does the advertisement appeal? Does the appeal hit home with you? Why or why not?



5. Review the list of advertising persuasion techniques. Which advertising technique or techniques does the advertisement use? Are the techniques effective? Why or why not?
  
6. Is the product brand name a focus of the advertisement? Why might the advertisement's creator have chosen to highlight or downplay the brand name? How important do you think brand names will be in the future?
  
7. Does the advertisement contain an example or examples of differentiation to show how it is better than other similar products? If so, give specific examples. If not, explain why you think differentiation examples might have been left out of the advertisement.
  
8. What new technologies, if any, does the product being advertised employ? In what ways might this use of technology impact our lives in the future?
  
9. What part do you think future technology might play in the creation or display of the advertisement? In your opinion, would this use of technology be effective? Why or why not?