

	Marks
1 Who is the target audience for this advertisement?	1
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2 To what TWO human needs or desires is this advertisement appealing?	2
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3 Briefly describe how THREE examples of the language used in the advertisement appeal to its target audience.	3
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4 What are TWO reasons the advertiser emphasises the word 'new' in the advertisement?	2
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5 Give TWO reasons for the placement of the advertised product in the bottom right-hand corner of the advertisement.	2
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6 Explain TWO ways the creators of this advertisement have tried to promote this product through the advertisement's layout and language.	4
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7 Describe how the THREE images in the advertisement reinforce the message contained in the words of the advertisement.	6
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