

Web Worksheet 2

Name: _____

Part 1: Review the Ad

Take a look at the ad below. The company that created the ad wants it to appeal to teens ages 13–16. As you review the ad, think about how it is trying to reach you and your friends.

zed clothing

zed delivers designer style at guilt-free prices.

The new season starts at \$22.99!

16 17

Part 2: Redo the Ad

Now that you have seen the ad, think about how you might change it to appeal to kids *your* age. Use the back of this page to write your thoughts. Redesign the ad if you want!

