

**BRAND NAME / PRODUCT**

**TARGET AUDIENCE**

**SIGNIFICANT IMAGES**

**UNDERLYING MESSAGE**

**CATCHY WORDS**

**NEEDS/DESIRES**

**FEARS**

**STEREOTYPES**

**ADVERTISING TECHNIQUES**

**PERSONAL REACTIONS**

**BRAND NAME / PRODUCT**

**TARGET AUDIENCE**

**SIGNIFICANT IMAGES**

**UNDERLYING MESSAGE**

**CATCHY WORDS**

**NEEDS/DESIRES**

**FEARS**

**STEREOTYPES**

**ADVERTISING TECHNIQUES**

**PERSONAL REACTIONS**