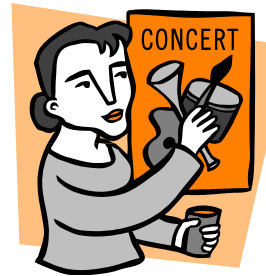




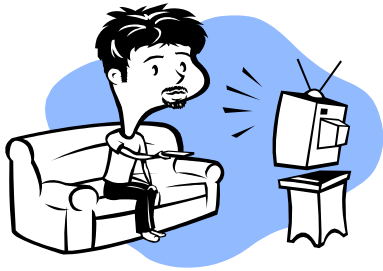
# Ad Smarts



We see 50 – 60  
advertisements a day



How many are for Go foods?



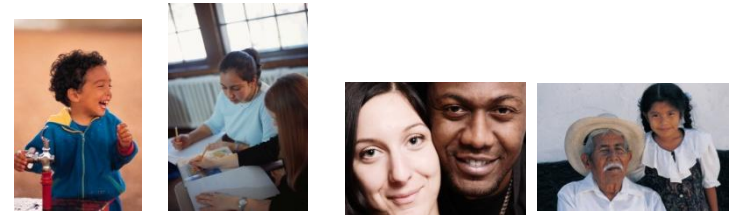


# How can we be smart about advertising?

What is the ad selling?



Who is the target audience?



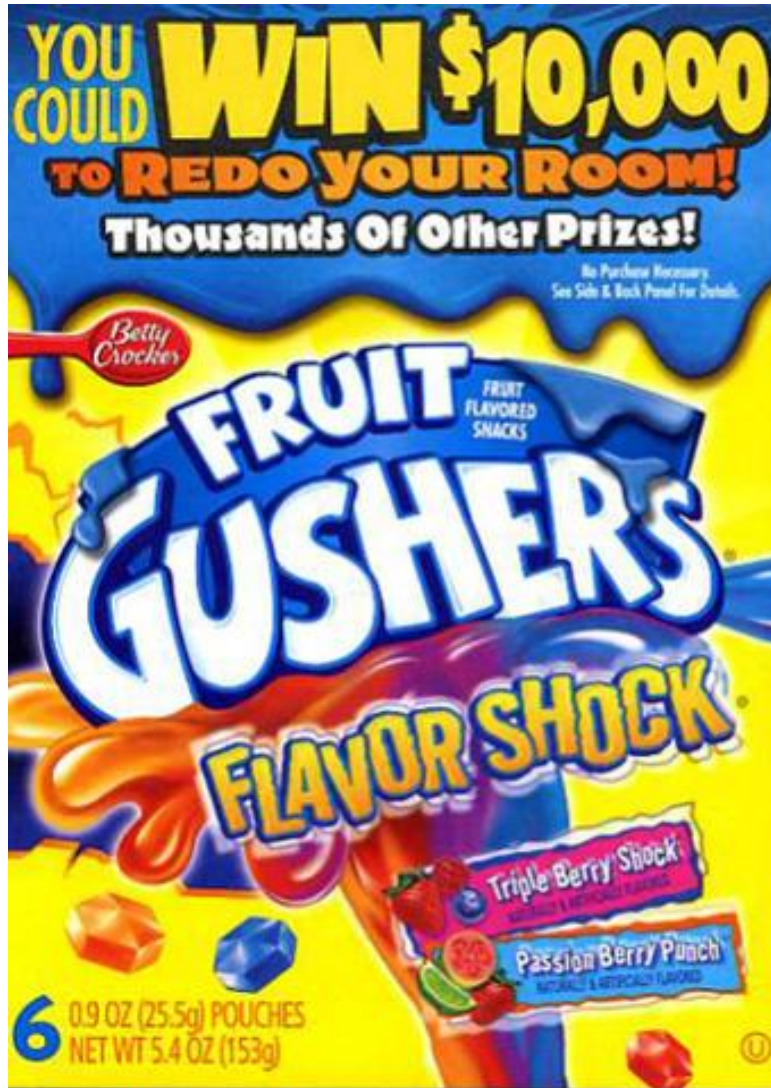
What is the hook?



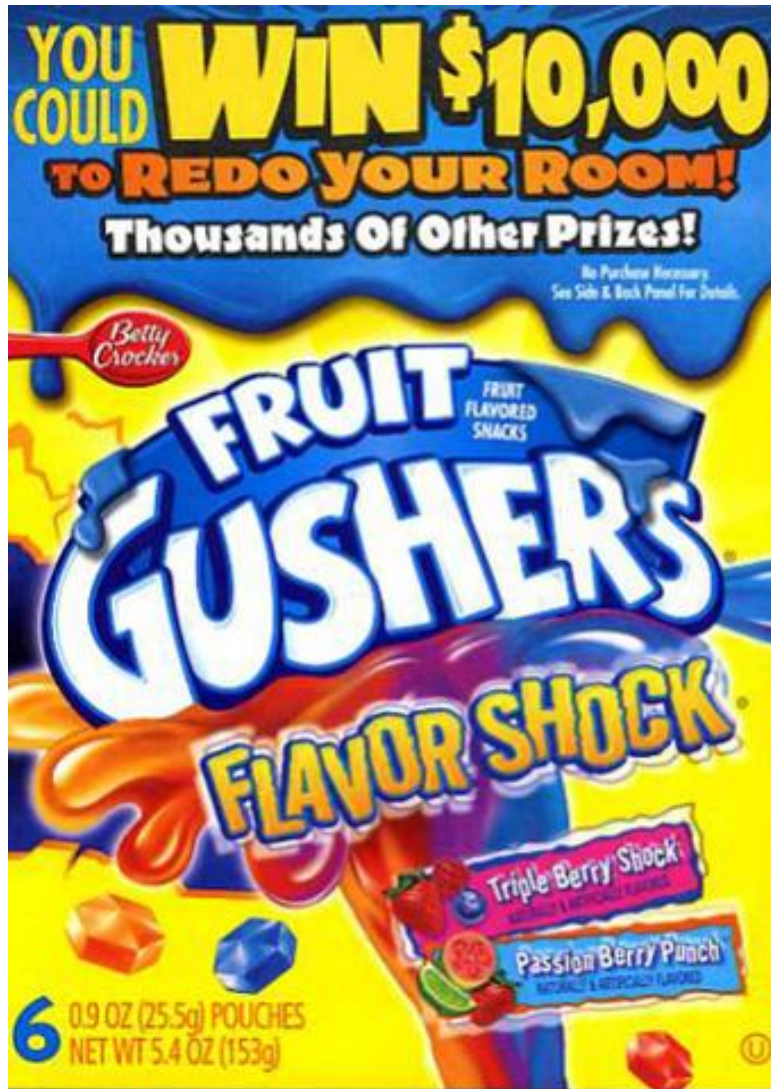
What are they not telling me?



Check the  
ingredient list  
for fruit

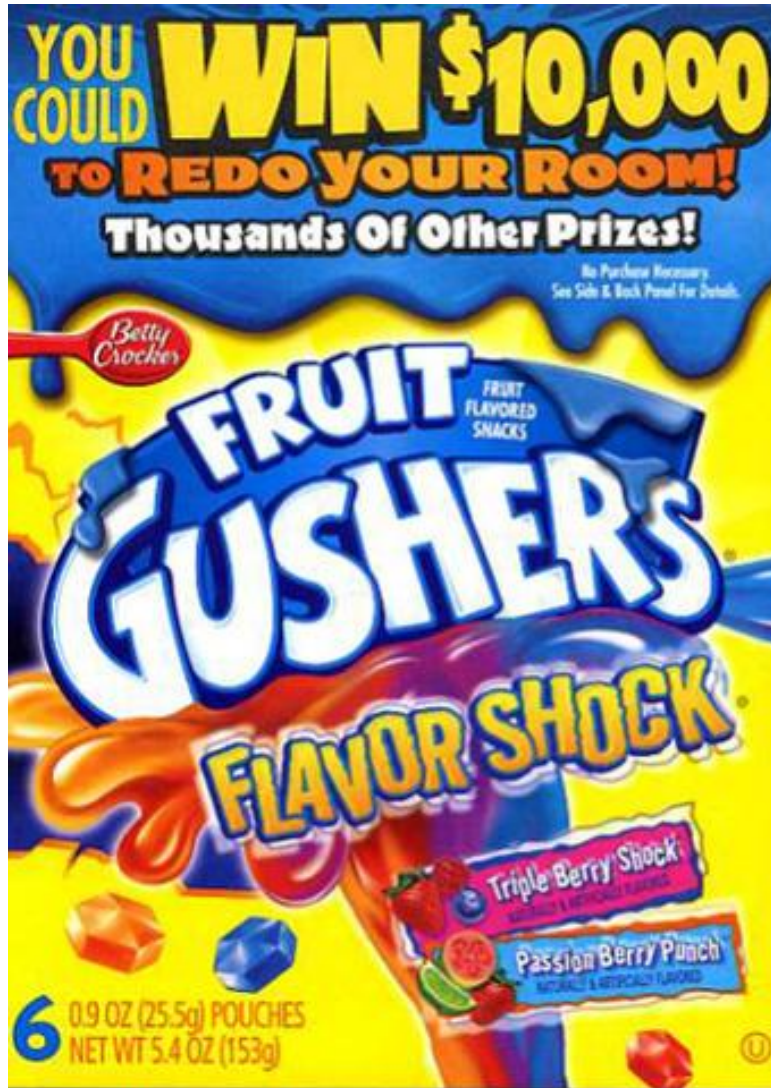


Question #1  
What are they  
selling?

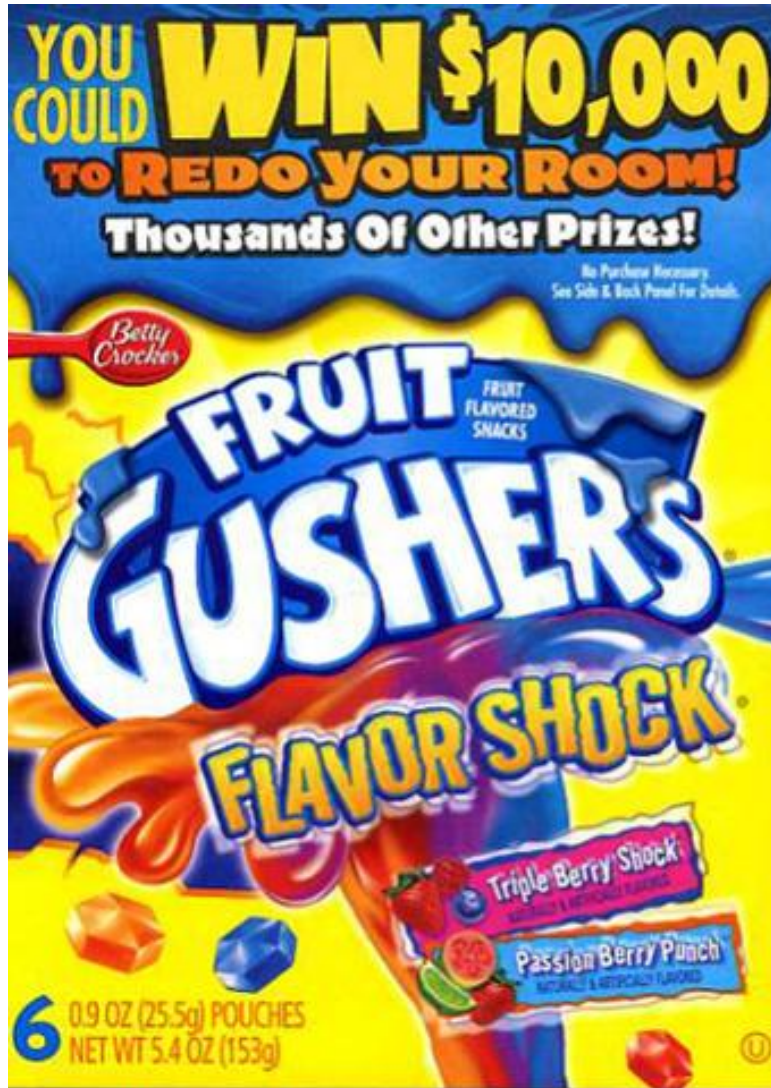


Question #2  
Who is the target audience?





Question #3  
What is the hook?



Question #4  
What are they  
not telling me?



# Additional Ads

<http://www.youtube.com/user/CrunchIsCalling?v=ZFegv8at6BM>

[http://www.youtube.com/watch?v=fqsQQqZqe\\_E](http://www.youtube.com/watch?v=fqsQQqZqe_E)



Nurture: [www.nurtureyourfamily.org](http://www.nurtureyourfamily.org)