

Directions: What emotion does each ad below convey? What audience are they trying to appeal to? How does the ad make you feel and why? Does the emotion you're feeling make you more likely to buy the product or service?

Go online and find your own examples. How does the media use emotion to connect with their audience?



KEEP YOUR
HAPPY MEALS
HAPPY



Don't let your food come back to haunt you





**BRAINFOOD
MADE
FUN.**

