**During/PRE-SUPER BOWL QUESTIONS:**

7. How many ads are for:  food? dogs? cars?  movies? Why is this so?

8. Which ad(s) are you looking forward to viewing and why?

9. How do advertisers make money from their Super Bowl spots?

**POST-SUPER BOWL QUESTIONS:**

1. What ad(s) did you find most entertaining, and why?

2. What ad(s) did you find the most dull, and why?

3. Which ad(s) did you think were most effective, and why?

4. Which ad(s) were you most willing to share (email, tweet about) with a friend?

5. Which ad(s) featured well-known personalities? Why?

6. Which techniques of persuasion were used in each ad?

7. Describe a commercial you would create. What persuasive techniques would you use? What product would you sell? Would you use a celebrity or slogan? Write or draw it below: