

Ad Journal

-What was the advertising medium?

-What is the product?

-Is the advertising explicit or subtle?

-Who might be the target audience?

-How might the ad influence your decision to purchase this product or service?

1. Had to put sponsor logos on the car before the race (Monster, DC Shoes, Hoosier, etc)
...love turning the car into a rolling billboard *thumbsdown

- *My car

- * Various...DC Shoes, Monster Energy, Hoosier, etc

- * Unfortunalty it was very explicit

- * The target audience is people who are at the race as well as people who see it secondhand

- * If I had won overall it would've influenced them a lot lol

2. Hot Tub Time Machine commercial on the T.V.

- * Tv

- * A movie

- *Explicit

- * Younger movie-goers

- * If you like the snippits you see you'll probably go see it

3. Toyota of Easley Billboard

- * Billboard

- * Toyotas

- *Pretty explicit

*People interested in buying cars

* “Lower” prices will bring people in