1. Choose 10 products which you and your friends buy regularly. Collect examples of the advertising and write down where the products are advertised. Using the table, fill in the blanks when you have all your examples.

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| **Product** | **TV** | **Radio** | **News-papers** | **Magazines** | **Cinemas** | **Posters/ Billboards** | **Leaflets** | **Internet** | **Other** |
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After you have filled it in:

1. What can you observe from your completed task?

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1. Do the places where the adverts are found suggest a particular target audience for the products?

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1. Is the target population a very large number of people or a relatively small number of people?

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1. Do the places suggest the product is only sold locally or also nationally?

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1. Are the findings what you expected? Explain your answer.

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