

Name _____



Ad Makeover

Directions: Read the advertisement carefully. Identify the target audience (the group of people the ad is written for) and the persuasive strategy being used.

Rewrite the ad so that it either:

- Targets a **different audience**, OR
- Uses a **different persuasive strategy** (e.g., bandwagon, emotional appeal, testimonial).

Compare the original and your rewrite to explain how the changes affect the ad's message.

Introducing the **TrailBlazer Hiking Boots**, built tough for serious adventurers! With reinforced soles and waterproof leather, these boots can handle the roughest terrain. TrailBlazers are trusted by professional hikers around the world, who say they're the most reliable boots they've ever worn. Don't waste time on flimsy shoes that wear out after one trip. Step into TrailBlazers and conquer every mountain with confidence. Order now and be ready for your next outdoor challenge!

1. Who is the target audience of this ad?
2. What persuasive strategy is being used (e.g., testimonial, fear of missing out, comparison)?
3. Rewrite the ad to appeal to a different audience (e.g., casual walkers, fashion-conscious teens, families). OR rewrite it using a different persuasive technique.
4. How is the rewritten ad different from the original in tone, style, or focus?