

Ad Makeover Answer Key

Q1. Target audience:

- Serious hikers and outdoor adventurers.

Q2. Persuasive strategy:

- **Testimonial** (professional hikers endorse the boots) and **comparison** (boots are better than “flimsy shoes”).

Q3. Sample rewritten ads (student answers may vary):

- **Different audience (fashion-conscious teens):**

“TrailBlazer Hiking Boots aren’t just tough—they’re a style statement. With sleek designs and trending colors, you’ll turn heads whether you’re at school, in the city, or on the trail. Lightweight comfort means you can wear them all day without slowing down. Don’t just follow the trend—set it with TrailBlazers.”

- **Different strategy (emotional appeal for families):**

“Family hikes are all about making memories—not worrying about sore feet. TrailBlazer Hiking Boots keep parents and kids comfortable, safe, and ready for adventure together. With waterproof protection and long-lasting support, these boots help every family step confidently into nature’s wonders.”

Q4. Differences from original:

- The teen version shifts from toughness to **style and trendiness**.
- The family version shifts from individual adventure to **shared experiences and comfort**.
- Both rewrites show how altering audience or technique changes the overall message.

Teacher Notes:

- Encourage students to experiment with tone: serious, fun, emotional, or trendy.
- Highlight that advertisers often create multiple versions of ads for different markets.
- Extension: Provide two ads for the same product (like two sneaker ads) and have students identify how each targets a different audience.