

Audience & Ad Pairs Answer Key

Ad A - MegaMotion X

- **Target Audience:** 5. Teenagers who enjoy video games
- **Reasoning:** Mentions handheld gaming, rewards, trading characters, and school popularity—key appeals for teens.

Ad B - Gourmet Kitchen Academy

- **Target Audience:** 2. Adults interested in cooking classes
- **Reasoning:** Focuses on professional chefs, family meals, careers, and flexible courses—all aimed at adults.

Ad C - Silver Strength Program

- **Target Audience:** 4. Older adults seeking fitness and health
- **Reasoning:** Words like “over 55,” “balance,” and “joint mobility” clearly signal an older audience.

Ad D - Galaxy Explorers Book Series

- **Target Audience:** 1. Children who enjoy reading stories
- **Reasoning:** Easy-to-read chapters, colorful illustrations, and space adventures are directed at kids.

Ad E - ProDesk 9000 Computer

- **Target Audience:** 3. Office professionals and businesses
- **Reasoning:** Emphasis on productivity, security, integration, and business pricing shows this is for workplace users.

Teacher Notes:

- Emphasize that **target audience** is not just who *can* use the product, but who the ad is **designed to attract**.
- Encourage students to highlight **clues** like age references, word choices (“fun,” “productivity,” “safe”), and context (school, office, fitness).
- Extension: Have students create their own short ad (5-6 sentences) targeting a specific audience, then swap with classmates to identify the audience.