



## INSTRUCTIONS

Advertising is any paid, non-personal form of communication by an identified company promoting goods and services. Find two different examples of sports and entertainment advertising online. Please submit printed examples (be sure to cite the source website) and answer the following questions for each example.

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1. What company is advertising?
2. What type of sports or entertainment product is being advertised?
3. Why do you think they chose to advertise online or on social media?
4. Who do you think the target consumers are for the company's advertisement?
5. Do you think the Internet or social media is an effective tool for reaching that target audience?