

# Marketing Campaign Analysis Worksheet

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Work with your partner to analyze a real-world marketing campaign. Answer each section fully using evidence from the campaign.

## 1. Target Audience

- Who is this campaign trying to reach?

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- Age, interests, location, needs?

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- What evidence supports your claim?

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## 2. Core Message

- What is the main idea or message?

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- What does the company want the audience to understand or believe?

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## 3. Visual Elements

- What visuals are used (colors, fonts, images, layout)?

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- How do visuals support the message?

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- Are they effective? Why or why not?

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## 4. Emotion or Tone

- What emotion does the campaign try to create?

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- How do visuals or wording support that emotion?

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- Is the emotional appeal appropriate?

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## 5. Call to Action (CTA)

- What does the campaign ask the audience to do?

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- Is the CTA clear and motivating? Why or why not?

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## 6. Overall Effectiveness

- Do you think this campaign is successful? Why or why not?

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- What would you change to improve it?

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