

Commercial Dig

Choose a television show to watch. Keep a detailed list of eight different commercials you see during this show. These all should come from the same show: You must resist the urge to change the channel. Follow the example at the top of the chart.

Name of TV program: _____

Date and time of broadcast: _____

Product name	Purpose of product	To what extent does this product appeal to you? (1 = not at all; 5 = I want it!)
<i>Example: Domino's pizza</i>	To satisfy my hunger	3
1.		
2.		
3.		

Commercial Dig

Product name	Purpose of product	To what extent does this product appeal to you? (one = not at all; five = I want it!)
4.		
5.		
6.		
7.		
8.		