

Proficient

Analytical Paragraph

The Freshetta advertisement for naturally rising pizza uses advertising technique called transfer and claims including weasel words, rhetorical claim and unique claim to target people ages 20-40. The advertisers use transfer by showing how good, tasty, and gooey the pizza is so other people will think it looks good and will buy it. They also use image as a technique because they use the color green which shows a natural and Italian look. The advertisers use the weasel words by saying things like "Fresch", Real and delicious. They use a rhetorical claim by asking "What makes it Fresch?" By saying "We only use all natural" shows that the advertisers also use a unique claim. These elements are important because it all goes into trying to create an effective advertisement. This ad is effective because of the use of claims, techniques as well as the good use of color. The advertisement captures people looking to eat better and might make them feel better about eating pizza when trying to eat healthier.

Proficient

What Makes It Fresch?



We use only all-natural cheese.

Real mozzarella, provolone, parmesan.

Delicious white cheddar.

Freschetta Naturally Rising

Crust Pizzas use only real

cheeses you know and love.

And all-natural cheeses

mean your pizza will always

taste Fresch.



rties!

ese!

Now that's Fresch!



In your grocer's freezer.

www.freschetta.com

© 2002 Freschetta. All rights reserved. Preparation pizza with fresh, Cheddar and Basil.

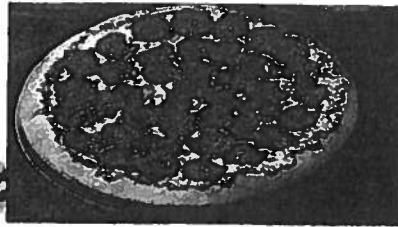
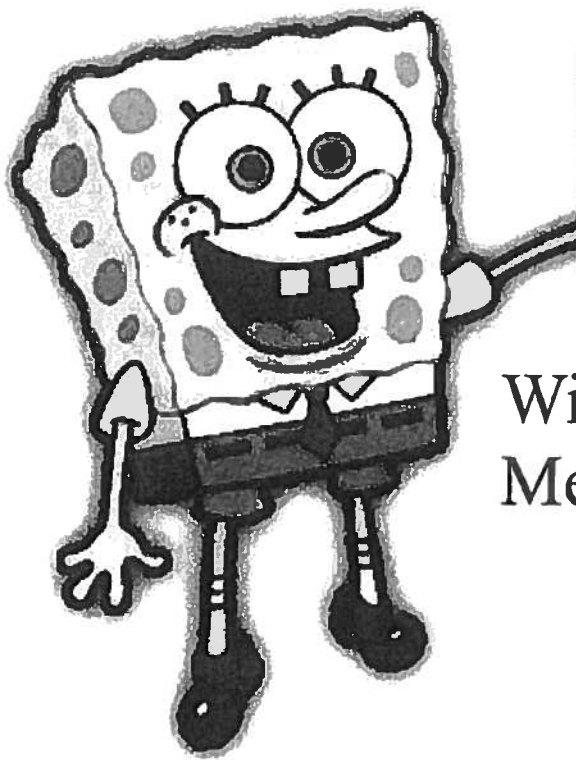
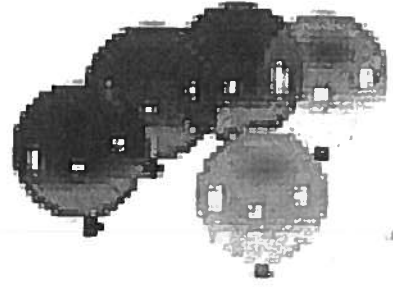
Find it in your Grocery Store! SpongeBob Guarantees That Its 5x Better Than Krabby Patties!

Proficient

Freschetta Pizza



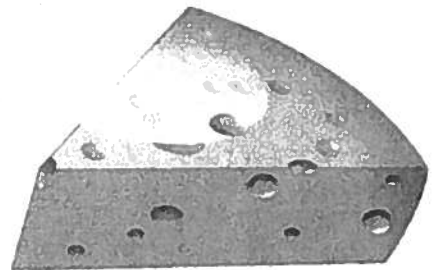
Naturally Rising Crust!



Great For Parties!

Win A Chance To
Meet SpongeBob!

Tasty Cheese!



100% of kids Prefer It over
Other Snacks!

Find it in your Grocery Store! SpongeBob Guarantees That Its 5x Better Than Krabby Patties!

Proficient

Reflective Paragraph

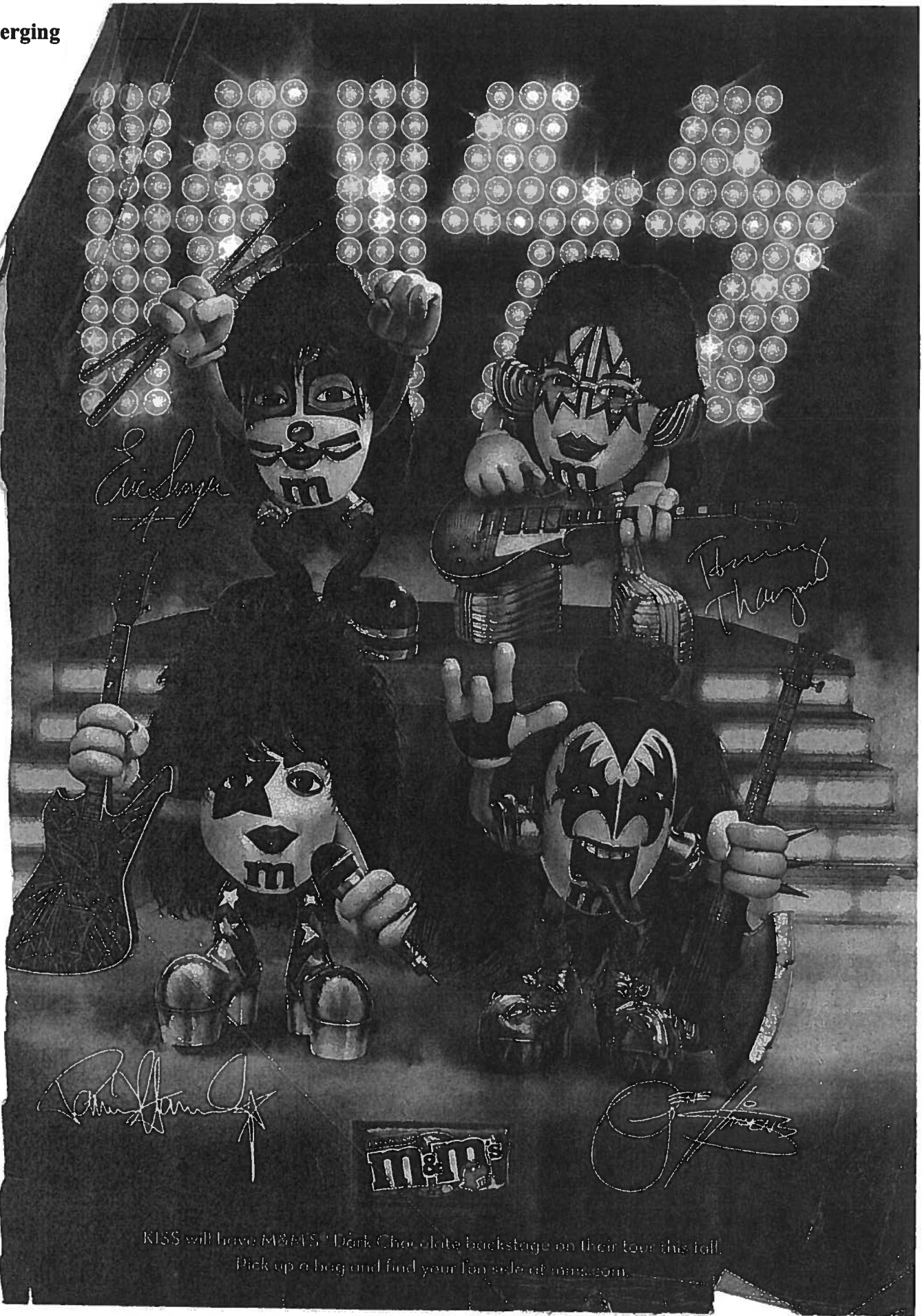
The new ad and the original ad have many differences. The original ad targets adults 22 to 40 and tries to get the consumers in that age range to buy the product by using weasel words, unique claims and transfer. This new ad uses testimonial, and unfinished claim. This ad targets kids ages 4-12. The similarities are the fact that an image is being used and that the product of Freschetta naturally rising pizza is trying to be sold to consumers who are going to buy. The differences are the original ad uses real Italian colors like green and red when the new ad uses eye catching colors like yellow, orange, and pink. The original ad also has more copy because adults like to read more about what they are going to get. The new ad has less copy because all kids want is pizza that is fun to eat!

Emerging

Analytical Paragraph

The M&M's advertisement for Dark Chocolate uses Testimonials, Persuasive text, and Transfer. In addition to an unfinished claim targeting ages three and older. For example, of an unfinished claim is, "Pick up a bag and find your fun side". Another example is Testimonials is that the show four of the M&M's as KISS band and there signatures for each of them. The advertisement also have a persuasive text like, "KISS will have M&M's Dark Chocolate backstage on their tour this fall". So in conclusion in the group of three years and older the audience or consumer will like this advertisement because it stands out. It also gives the consumer reasons why they should buy this product. They use all the different techniques to try to get the consumer to trust the product they use. The audience also wants something to convince them, that this product could help them later to understand that they could be trusted.

Emerging



KISS will have M&M'S® Dark Chocolate backstage on their tour this fall.
Pick up a bag and find your fan side at mm.com.

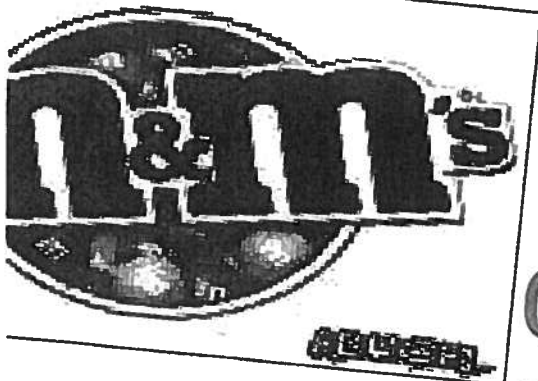
**Try it
For
FREE!!!**

**New M&M's Plus Now
in your Grocery Stores**

**From the person
who made M&M's
clearly quotes,
"This is the coolest
thing I ever tasted
and I'm 92".**

**if you want
M&M's candy
but can't have it
now you can
with new
M&M's+!!!**

**Buy it now and if
you don't like it
get it back FREE!!!**



**Open any where from
2:00 AM to 12:00 PM**

Phone: 425-579-5864



Emerging

Reflection Paragraph

Comparing the M&M's original ad to the New M&M's+. Seeing that the audiences like this will probably like the new advertisement is the new technique of Transfer and also Testimonials. Some persuasive text such as look at the old M&M's and the new M&M's+. The graphs show how the prices are cheaper than the other ones. One of M&M's bags for fifty cents. 50% cheaper than the original product. Also if the audience doesn't like it they get money back guaranteed. The new product also has peanut butter, chocolate, mint, vanilla and many more flavors. Audiences probably would love the pictures. Also if you buy 5 bags get 5 bags free! The next new thing since skittles the audiences will be pleased with it.

ELA Level 2, Unit 2

Embedded Assessment 1: Analyzing an Advertisement and Creating a New One

Exemplary: *No Exemplary Models were submitted*

Proficient: **Freschetta Pizza: Analytical Paragraph: New Advertisement: Reflective paragraph**

This proficient example of Embedded Assessment #1 contains all three parts of the assignment. The analytical paragraph demonstrates an understanding of persuasive elements contained in the pizza advertisement. The emphasis on the “gooey” quality of the pizza is correctly identified as part of the transfer element by associating “good, tasty” with the gooey look of the pizza and the color in the advertisement. The analysis is a bit fuzzier when it claims that “Fresch” and “Real” and “delicious” are weasel words. The correctly identified Rhetorical claim, “What makes it Fresch?” and the answer that the pizza uses only “all natural” cheeses is more of an “Unfinished claim” than a “Unique claim,” but the analysis does show an understanding of the effect of the claims and is on target in capturing the target audience as those “trying to eat healthier.” The new ad effectively targets a younger audience and uses language, claims and images to convey its appeal. The final reflection shows a proficient level of awareness about the effect of the newly created advertisement by emphasizing the change in the target audience through imagery (SpongeBob) and color. Testimonial and unfinished claim are identified, but without showing evidence of the techniques.

Emerging: **M&M's : Analytical Paragraph: New Advertisement: Reflective paragraph**

This emerging example of Embedded Assessment #1 is characterized by an incomplete understanding of advertising techniques and their effects. The paragraph analyzing the original M&M's product does not show a clear understanding of all the persuasive elements of the advertisement. Although there is a clear attempt to focus on at least two persuasive techniques, the example of KISS as testimonial is off target. The ad makes better use of transfer than testimonial by conveying a sense that it is hip or cool to eat M&M's just like going to or belonging to a rock band. In addition, the example of “the Unfinished Claim,” is not entirely accurate. Identifying the phrase “KISS will have M&M's Dark Chocolate backstage on their tour this fall as persuasive text needs more explanation as to why it is persuasive. The analysis seems also to misrepresent the target audience as three years or older. Overall, the analytical paragraph shows an emerging understanding of advertising techniques and an emerging facility with writing. The new advertisement, though it has appealing design elements, has errors in sentence structure and phrasing as well as logic—“Buy it now and if you don't like it, get it back free!” The reflective paragraph does not compare the old advertisement to the new and does not present a clear idea of who the target audience is.