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</i> : Domino's pizza	To satisfy my hunger	3
1.		
2.		
3.		



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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.		



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