Assume that everything you see in your ad was put there for some reason, as a way of selling the product.

Write out on the left hand-side of a double entry journal a bullet-point list of all the items that you see in your ad, including things such as colors, people (and what ethos are these people supposed to have, from what you can tell), the product itself, other things that are in the ad.

Start a new page. On it, Write down a brainstormed list of the FEATURES (“uses the finest Bavarian hops”) and the BENEFITS (“makes you feel free”) of the product the ad is trying to sell.

Make sure you write down the name of the magazine that your ad is taken from, and the date.