

What ad has used a metamessage to try to influence you? Copy or glue this ad in the space provided on page 22.

What is the *message* (the *actual* value) of the product being sold?

What is the *metamessage* (the *hidden* value) the advertiser is using to try to convince you to buy this product?

Do you think you would get the actual value from this product? Why or why not?

Do you think you would get the hidden value? Why or why not?

Would you buy this product? Why or why not?