

Names _____

Product Comparison

	Proactiv	Pepsi
What does the product do?		
Where might this advertisement have been shown or printed?		
Who is the audience for this advertisement?		
Describe the technique(s) used.		
Would you buy this product? Why or why not?		
How credible is P. Diddy as a spokesperson for this product?		
If you were the judge who had to rule on these two lawsuits, how would you rule and why?		
Because of this hoax, has P. Diddy's credibility been damaged? Why or why not?		