[www.nfl.com/**superbowl**/50/**commercials**](http://www.nfl.com/superbowl/50/commercials)

**Directions:**

1. **Pick your top 3 commercials.**
2. **For each commercial, answer the following**
   1. **Why did you choose this commercial?**
   2. **Does it sell the product?**
   3. **How does it sell the product?**
   4. **What target market was it aimed at?**
3. **Pick 1 as your least favorite.**
   1. **Why did you choose this commercial?**
   2. **Does it sell the product?**
   3. **How does it sell the product?**
   4. **What target market was it aimed at?**