**Product Packaging Analysis**

**I. Product Overview**:

What is the product name? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Describe the packaging(size, material, etc.)**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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**II. Claims made by the Packaging:**

**Explicit messages** on the packaging.(List every direct message you find.)

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**Implicit messages** on the packaging. **(**Identify details of the packaging that you think indirectly suggest a message. Explain what message each implies.)

Detail Implicit Message

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**III. Audience Analysis**

Who is the intended audience for this product? (What do the messages on the packaging suggest?)

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