Print advertising

1. **What does the text say?** The text was carefully crafted to create a consistent message about the ad.

- If there is a headline/SLOGAN, how does it grab our attention?
- What does the main text tell us about the product or service? Does it directly reference the product or service's benefits and factual attributes? Or does the ad prefer to sell the reader on the product's lifestyle benefits instead (telling you how cool you'll be when using the product, for example)?
- How does the text relate to the images?
- Have any persuasive devices been used? Guilt, threat, flattery, reward, promise of belonging?
- Comment on the typography/font used. What does it add to the image of the brand?

2. **What does the image say?** Pictures are worth a thousand words, and this is very true for print advertisements. How does the photograph grab our attention?

- Is the picture depicting the product by itself, or being used by someone?
- Does the photograph show us a lifestyle associated with the product (essentially telling us how the product would make our life better)?
- How do the images relate to the text?

3. Comment on the **surroundings – the mise-en-scène** [everything else within the frame]

- What do the setting/surroundings add to the representations of the people in the advert?
- What colour coding is used?
- What type of camera shot is used? Close up/mid shot/long shot/low angle/high angle? Explain why.
- Are all the elements of the image in focus? If not, why not? Is there a hierarchy of elements in the framing?
- Is there a logo? Where is it positioned?

4. **Who is the advertisement aimed at?**

- Who is the target audience?
- In what publication /context might the print advert appear?

ANALYSING COMMERCIALS

	Commercial 1 – Subway	Commercial 2 – Coca Cola	Commercial 3 - Snickers	Commercial 4 – Volkswagen	Commercial 5 – Mercedes Benz
1. What is the **message** of the commercial?	McDonalds is boring, Subway is better; Go to Subway!				
2. Does the commercial appeal to **feelings or emotions** such as love, humour, fear, competition, sense of belonging?	Escape routine and embrace excitement				
3. Does the commercial appeal to o a specific **target market segment** o broad appeal to **everybody**	Everybody				
4. **Stickiness** – You'd remember this commercial because o it is exciting or entertaining o it is controversial, you want to discuss it with someone o it is irritating, you remember it because it is stupid o it has a good slogan o it has memorable music	Controversial, good slogan (Made by you. Not them. Make it what you want.), irritating sound of life support systems				
5. How is the **length** of the commercial? o too long o too short o the right length	Short/The right length.				
6. What was the **strategy** used? o ideal kids and family o being cool o celebrities o excitement o facts and figures o catchy slogan o glittering generalities/clichés o put downs/name calling o any other strategy	Excitement Facts and figures Catchy slogan **Name calling (McDonald's)**				
7. Did the commercial use **persuasive language?** Write down some examples (repetition, exaggeration, rhetorical questions, comparatives/superlatives, facts, opinions, etc.)	Repetition (burger after burger) Exaggeration (over 4.9 billion combinations)				
8. What is the **unique selling point**?	It's made by you. It's entirely to your taste.				

1. Subway - https://www.youtube.com/watch?v=bIZqMPGAOOw
2. Coca Cola - https://www.youtube.com/watch?v=D4nCieBMJlo
3. Snickers - https://www.youtube.com/watch?v=uii3VhELiuE, https://www.youtube.com/watch?v=qIVDxL2lgN4&list=PLYoPB_-4spsSBQ0OIzR7vF3Q-23V8R3sx&index=1
4. Volkswagen - https://www.youtube.com/watch?v=eGZNocni6zE
5. Mercedes Benz - https://www.youtube.com/watch?v=aF7Mm5E4MTo