



The above CD cover, Absolution by Muse, succeeds in both catching the attention of the target audience and informing people which songs are on the album, as well as being aesthetically pleasing.

The art on the cover features many shadows of people, presumably flying, who are being watched by people on the ground. The back cover features the track listing and copyright information as well.

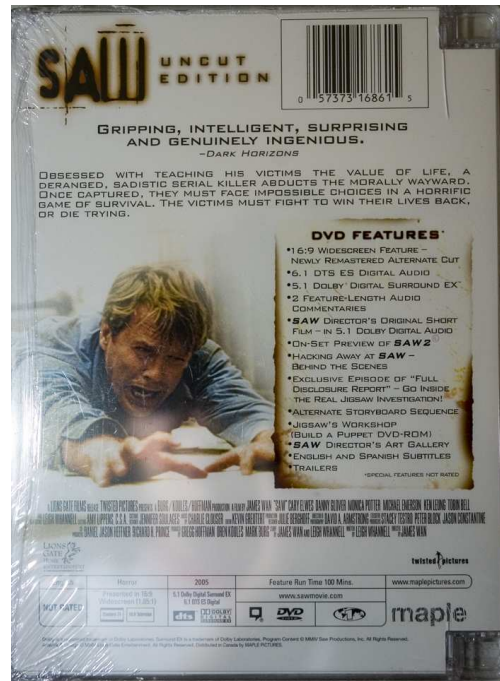
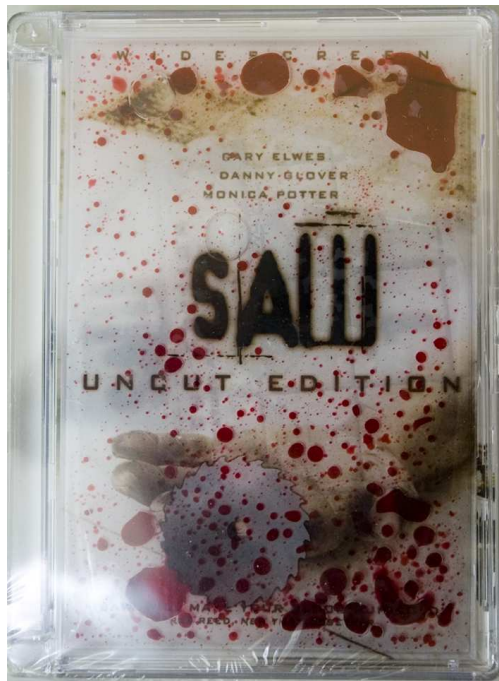
Created by graphic design company Hypgnosis, it was purposefully created to do two things: provide a sense of mystery and intrigue, which would give a sense of what the album inside is like, and to stand out from other CDs on the shelf so people would notice and buy it.

By using the clearly legible yet instantly recognisable Muse logo on the front catches the eyes of the target audience, which is any fan of the music Muse have already made. This audience in particular crosses both genders, many age ranges, statuses and, due to the band's global status, location. The common interest of the music is what ties most customers together.

The minimalist use of text on the front cover helps to avoid looking messy and unprofessional, and loses no clarity trying to fit too much onto it. The implication of being able to fly above a rather dismal and depressing looking Earth subliminally makes the consumer think about how escapist the album is.

Another interesting feature of the cover is that the main focus of the image (the man holding the gas mask) is closer to being cut off the image altogether than being in the centre. This helps the main purpose of the photo, which is primarily to create an enigma which will interest the casual observer.

To sum up, the CD cover of Absolution succeeds in fulfilling its purpose; not only catching the eye of any consumers by being different to other CDs that would be placed near it, but also by being an aesthetically pleasing front cover.



Saw uncut edition attracts the attention of potential customers in a much less subtle way; by using an image of a hand (probably with missing fingers) and a saw, but with the inside of the box splattered with 'blood'. It leaves no doubt that this is definitely the right movie.

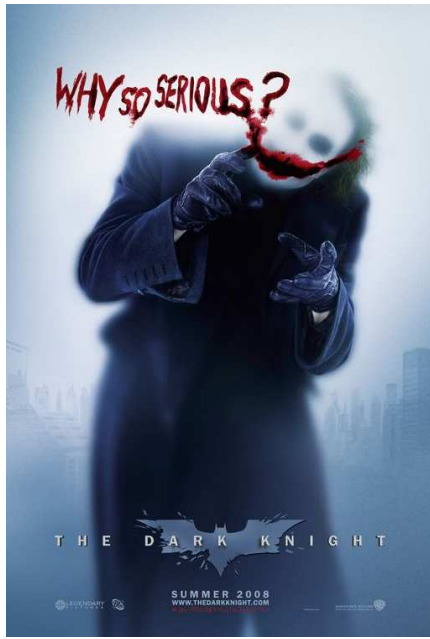
The irony of the front cover is quite clever, showing a hand that has been sliced apart whilst claiming to be the 'uncut' edition. This portrays the type of dark humour and slightly sadistic nature of the movie itself, appealing to the side of people that wants to see such violent images.

By also including a quote praising the movie itself on both the front (albeit one obscured by the fake blood splatters) and back, it helps to show what other people thought of the film before buying it. This clearly is biased, because there were plenty of bad reviews on the film too, but the good ones were included purposefully to increase sales.

On the back, it is less gory, merely showing a character from the movie in some kind of trouble. Exactly what is happening is unclear, which makes whoever is looking at the DVD want to know more. The brief synopsis also confirms that the movie is definitely the right one, for people who saw it in the cinema.

There is also a section detailing the DVD features, including a preview of Saw 2 and concept art, which succeeds in enticing any potential customers to buy the more expensive uncut version over the normal one.

All in all, after attracting customers with the copious amounts of gory red stains on the front, this DVD cover manages to convince browsing customers to purchase this movie over any other similar competitors.



The film poster for The Dark Knight (left) catches the attention of people straight away with the bold juxtaposition of a sharp, warm red against a slightly blurred, cool palette background.

The phrase “Why so serious?” is used multiple times in the film, and was a major part of the internet viral campaign of the film. It appears to be written in blood, and is accompanied with a smile obscuring the Joker’s own behind the glass.

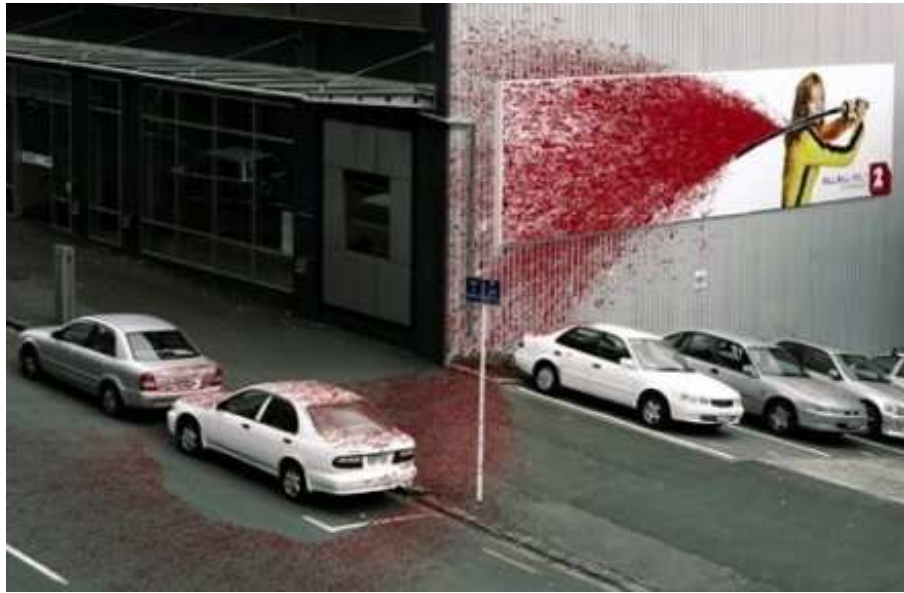
Even though the Joker’s face is actually barely visible due to the blurriness and blood, he is still easily identifiable thanks to the trademark purple suit and green hair. The fact that he is so recognised is a signal of how he is

the most famous villain from the Batman series, which could persuade people to see the film in itself.

Another subtle feature of the poster is that Batman himself is absent. This is probably an indication that it is the Joker who is the star of the movie this time around. The absence also hints that Batman may be beaten by the Joker, again drawing in customers to see the film. Another thing suggesting this is the name of the movie, which is projected over the top of the famous Batman symbol. However, the bat itself is shattered around the edges, hinting once again that Batman will fail to beat the Joker.

The main use of colour in a cool and almost crisp fashion not only shows a contrast to the Joker’s catchphrase, but it gives the poster an almost clinical feel. It implies that the Joker pre-meditates everything he does, and plans it as meticulously as a doctor. This gives an alternate view of Batman, who seems perpetually clouded in darkness.

In summing up, the poster for The Dark Knight is very good at catching the attention of passersby, and shows the sequel to another film whilst also giving the feeling that this outing will be completely different. It succeeds in both attracting attention and being an interesting example of advertising.



This billboard advertisement for Kill Bill 2 is unique in the way it branches out from the border of the poster itself. The blood effect on the billboard has splashed outwards and covered the wall, street and two (hopefully hired) cars.

The main effect of this is that it is extremely memorable. You are more likely to tell your friends and family about the billboard, and so they will know about the movie too. This kind of viral marketing is very effective, and has the benefit of setting you apart from the competition.

Another benefit is that it shows how violent the film will be; clearly this is not a film for children, yet at the same time it caters to people who enjoy violence and bloodshed.

By placing the billboard near a main road, it will be viewed by a large amount of people every day. This increases awareness of the movie and ensures that there are a lot more people talking about it.

All in all, this is a piece of advertising that clearly has had a lot of thought going into it; it breaks the wall between the advert and the real world effectively to be a big talking point, and helps people to remember the film that is being advertised.