

Advertisement

Advertisement is a public display of a product or an event. It can come in many different forms but can be found almost everywhere in the world. Advertisement comes in all kinds of forms and can persuade us to do something that we wouldn't normally do or buy. Advertisement has changed a lot over the past years and has come along way, e.g. If you lived in the 1800's and wanted to advertise a play that you were in then you would have lots of people dotted around the town/city to shout about the play and who is in it and what it is about. You would find a spot in a town square or town hall, a place where there were a lot of people, and let everyone know what is happening. This form of advertisement is still used today, on market stalls the sellers will shout out prices of food or other items on their stalls, advertising their produce to the passers by. Today if you wanted to advertise a film that you were in you could advertise on the TV, Internet, Radio, through people's mobile phones to where ever they are in the world. Advertisement has also improved in many ways because of the reach people have to other countries and parts of the world. Also on your TV, PC or mobile screen you can see moving images of what is being advertised, so you know the quality of the film or item.

You can find advertisement anywhere in the world, in things and places like the TV, Internet, mobile phones, radio, newspapers, magazines, pamphlets, leaflets, posters, on other goods, on clothes, on carrier bags, postcards, celebration cards, taxi, trains, planes, car

David Smith,
English,
Advertisement.

windows, on a CD, on a DVD, on a video, at the cinema, on a film, on a computer game, in a phone booth, in the public toilets, in a food store, in a shopping mall, phone book, airports, train stations, hospitals, banks, video stores, newsagents, pubs, clubs and restaurants.

There is also another type of advertisement that maybe you have even seen it but don't know you have, this is called Trick advertisement and is used in some cinemas in America and Europe. What happens is while you are sitting there in the cinema watching the movie, in the movie reel that is on the projector there will be 1 slide in the reel of say a can of Coke Cola and this slide flashes on the screen in front of you, but only for a tenth of a second and you see the picture but only your mind knows you have seen it because it was that fast, and so you are left with this picture in your head of a can of Coke and so you think about it and think about it and this makes you want to get up go outside and buy the type of drink you saw on the screen. This is one form of Trick advertisement.

Another form of trick advertisement that is used all over the world in cinemas is when you are sitting there watching the screen and for example you see the main actor/actress sit on a desk with a packet of cigarettes on the desk of a certain brand e.g. Lambert & Butler and they pick up the packet of cigarettes and smoke one, this is another form of advertising without you knowing it.

Advert 1, The Punto

The purpose of this advertisement is to make a profit for the company selling the car (Fiat). The audience that this advertisement is directed at is the people who want a lot of style for not a lot of money. You would find this advertisement in places like magazines, sides of buses, billboards, newspapers, internet, radio, TV, posters, leaflets or pamphlets. In this advert it shows the car being the main attraction (as they are trying to sell it!) and shows a bride to be, leaving the most important day of her life, and the most important man in her life, to look at/buy this Fiat Punto. She is also leaving a Rolls Royce out side and wanting to swap cars. The advertisements in this picture are mainly telling you some factual data, like on the license plate there is the number 5,000,000 and below this in the writing it tells you that they have 5,000,000 customers of the Punto. The price shows us that they lie a bit as it says 'From six thousand five hundred and ninety five pounds.' Notice how they say 'From' this means that it starts at this price but doesn't mean that you will get it at this price. Another thing about this advert is the technical writing at the top- Fuel consumption figures = MPG and Co2 emissions [g/km]: Urban 38.7(7.3), Extra Urban 58.9(4.8), Combined 49.6(5.7), = Co2 136. I mean????????????????? What does this mean? I'm not Einstein!!! This also shows the guarantee at the bottom of the page. This kind of car would appeal to younger more mature drivers who just need a car to get around in, they don't want anything special or expensive, but they do want style.

David Smith,
English,
Advertisement.

I believe this car is very successful as I notice a lot of people drive these cars, they are very common.

Advert 2, The Saab.

The purpose of this advertisement is for the company selling the car (Saab) to make a profit from the sale of the car. This advertisement is directed at the younger generation of drivers, the people who have just past there driving test and want to impress the opposite sex with this sporty car. This is why they have the abnormally large title to catch your eye. “Mean Machine” is the title to try and impress the person buying it and to make them want it. They also direct all of the attention to the car by making it the main subject and adding no background and having only the car there. They try to make it sound more up to date by say in that the chassis was inspired by an aircraft-cockpit. This makes you think new space age technology. The problems with this advert are that this also says ‘from 16,995’ meaning that you may have to pay a little extra. Another downside to this is that it also has the technical writing at the bottom like the Punto advert and virtually no-one can understand what it means. They also go against what they are describing when they are describing it as a big mean animal, the say it has been voted the best small executive car. I would say that this is quite a good advertisement and has only a few downsides.

Advert 3, The KIA.

This advert is directed towards people with children who need something to take them to school in. The purpose of this advertisement is to make a profit on the sale of this car. This car is a family car and is directed to people with children, this is shown through various methods. Firstly the many catch phrases used from other films which are catchy and you remember them like *Honey I shrunk the kids*, only they say honey I shut up the kids, using the special offer they have thrown in for free but puts the price of the car up which is integrated DVD players on the back seats for the kids. They use these phrases all through the advert using phrases from *Finding Nemo*, *Snow White*, *Home Alone* and *Rugrats go wild*. They say that this DVD player is free but the car is very expensive for a car in its class, 14,508 is the price. At the bottom of the page it has information on 3 years unlimited mileage and the technical information that is on all adverts that no-one understands. The advert is made to show that this car is dominant and is showing this by the car being the only main picture and the size of the poster is very large showing that you can fit a lot in it. I don't think that this that this car will sell well because it is not a very well known name and people would like to buy a car from a company that is well known. Mainly because of other peoples judgment, but also because of safety reasons.