

### *An Analysis of an advertisement on Persil Non-Bio*

I have chosen to study and analyse an advertisement on 'Persil non-bio'. I had many advertisements to choose from, but this one was the one that caught my eye the most. I found it in a magazine on gardening and general life at home. This is so the correct target audience will read it. The target audience for this advertisement is aimed at young mothers in their late 20's or early 30's. It is aimed at all demographical groups as the product is aimed at all classes of people. But in psychographics it would appeal to the 'Nest builder'. This is because it is for people whom prefer to stay at home, they have children and they value security.

In this advertisement I will be looking for evidence that supports my opinion that it is aimed at young mothers.

In this advertisement there are a lot of imaginative and creative ways of using persuasion. The first point I will talk about is the use of the background and of the main image.

The main image in the picture is of a young child holding a cuddly toy. The young girl is wearing white pyjamas. The colour white symbolises many things like peace, calm, angelic and precious. The child looks like all of these things therefore parents will be attracted to the ad. Another reason as to why parents may be attracted to the advertisement is because the child looks comfortable and happy in what she is wearing; reasons to support this are that she is smiling and she looks at ease, parents will be

attracted to this because they would think that if the little girl is happy wearing clothes washed by 'Persil Non-bio' then their children will be happy wearing them.

The little girl is standing against a blue background; again the designers of the advertisement use a calm and tranquil colour. The room looks quite modern as it has a white sofa with blue and white cushions. There is a soft lamp on which makes the room look a lot warmer and happier. For these reasons it would be more appealing to parents of young children, this is because parents of young children are young themselves.

At the very bottom of the advertisement there is a badge, which shows that it is safe to skin. It says 'dermatologically tested' on it. This reassures the customer that it is safe to skin and that it will not cause any skin conditions.

Next to this badge there is a slogan that says 'Because it matters'. This slogan is also reassuring to the customers, as they will think the company, Persil, care about people's allergies to washing powder.

Also alongside the badge and the slogan there is a picture of the product; this is an important aspect to an advertisement as it increases the brand awareness and therefore customers will know what to look for in a supermarket.

The advertisement consists of two sections of writing, the first is much more eye-catching than the second as it uses much larger font size and has emboldened certain words in the text. In the first section it tells you what the product is called, underneath that it says, 'For snow whites and sleeping beauties'. This could be suggesting that when you wash white items of clothing with Persil

Non-bio, they will come out snow white. Also when you wear the clothes, you will be a sleeping beauty as they will feel very soft and comfortable. Or it could just be referring to fairy tales; this is a very intelligent way to use the titles of the stories as it carries on the main theme of children.

In the second section of text, the first sentence uses alliteration using the letter 'C'; 'clean, clean clothes' also not only does it use alliteration, it also uses repetition. Both alliteration and repetition are often used in advertisements to get a sentence fixed in someone's head. In the second and third sentences it says, 'feel happy ever after'. They are using conventions of the fairy tale genre to create certain effects. Also it says 'baby princess's' this is both referring to the child in the image and referring to fairy tales again.

This advertisement is extremely effective as it reaches the target audience of young parents by referring to well known fairy tales. Many washing powder companies produce advertisements on 'Non-bio', but this one is more effective to the other advertisements I had as it has words and phrases that would interest parents of young children. This is a way of gaining loyalty and trust from the customer.

Advertisements use similar ways of selling or persuading the target audience to buy the product. Many techniques are used in advertisements,

- Colour
- Font
- Logo
- Picture of product
- Comments or proof that the product is what it says

- Slogan
- Text describing the product

Many companies all try to get into the head of the target audience to produce an advertisement that really appeals to them. This is the most important thing to remember to make an advertisement.

In this advertisement I have found clear evidence that it is aimed at young mothers, the little girl is one of them as she may appeal to mothers as they would want their own children to be like her.