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## An analysis of 5 cars advertisements assessing Image, Layout, Colour, Language and Effectiveness.

Car advertisements usually aim to attract buyers by concentrating on a certain value, which the car has. Many of the adverts are also very witty, which is a device used to attract buyers. The main aim of advertising is to persuade the buyer to purchase the item, which is being advertised. Advertisers use a variety of devices to achieve this.

In one of the Audi adverts, your eye immediately focuses on the ice-hockey player. The reason why Audi has used this image is because; it is there to make you feel safe but also to emphasize the notion of danger, speed, power and excitement. These are the qualities, which ice-hockey players have. These ideas are then captured by the idea of protection. The reason why Audi has carefully selected an ice-hockey player is because; this sport is very dangerous and physical. Audi wants the buyers to know that even with this danger you are extremely safe, they want you to enjoy the dangers, which the car offers. They express the idea of safety using reassuring text like; "Airbags standard" "Side impact protection extra". The car has been personified by making all of the parts of the car into an ice-hockey player. There are also other qualities in the image. The image gives us a sense of luxuriousness and attractiveness, as well as thrusts of power and endless amounts of excitement. An extreme sport requires great safety, this is because of its shear danger and it's need for

speed. This is linked with the text, "Front and rear airbags". These notions suggest that the car is roaring with power and has the capability of a thrilling drive, but inherently safe. These two images have been juxtaposed, the idea of power and speed with the luxury and safety. The front is quite small, this is because the image is dominant and small amounts of text is required.

On the second Audi advert you immediately concentrate on the skier. This has already set your conscious off. The skier is made up of parts of a car, which is once again using personification. A clever device, which had been used, was, turning the satellite navigation system into the brain. This is also more personification. The reason why Audi have used a skier in this advert is because they are advertising the new sleek, dynamic gearbox in their new car. This also suggests control and speed in the car. Because skiers are smooth, sleek and can easily glide down mountainous slopes, this is reflected in the text. Adjectives such as, "Seamless" show this. The advertisement shows anonymity, and the way the viewers realize that it is an Audi car is by noticing the Audi symbol. The text is small but readable. This is because Audi would like their great reputation to sell the car, using the advert to help it along. The gearbox has been highlighted by short sharp sentences. The use of adjective such as, "Seamless acceleration" is very affective. Even though this information is presented to you, the advertise still relies on the visual appeal. The text also gives the feel of the car being fast and fun, but safe and practical.

In the third Audi advertisement your attention was focused on the frog, which is personified so the car parts are made into the frog. The frog projects the feeling of stability, and the ability to stick to the road in any condition presented. This device is used so that families can be attracted into buying the car. The box is once again below the picture, and highlights the new features such as, "Brake assist" and "Traction Control". This is another

device used to attract those people who are interested in these new features of the car. The car is the same car, which was used in the other adverts, but this advert is advertising a new specification of the car. One main difference is the camera angle, which the car was shot at. This time it had been shot from an Aerial view, suggesting stability and it's meant to make the buyers smile because the advert is made to look as if the car is stuck to the road, like the frog. These advertisements are in a series of advertisements, which advertise the Audi A4, underlining the new advanced feature of the new Audi A4. Each of the advertises concentrate on a different feature of the car.

In each of the Audi advertisements the car is continually being personified. Each advert has also been shot from a different camera angle and from different heights. This is done so that different views of the car can be viewed. This is a desired effect to give each advert a sense of individuality. When all of the different devices are used it creates innovative adverts, which suggests an innovative car. The reputation of Audi is outstanding, therefore little text is required in the adverts, and Audi are hopeful that their reputation will sell the car in the three advertisements. All three of the advertisements use high tech language and complex descriptions of the features, making the new car sounding very modern and advanced. Audi have also used personification in all of their advertisements. I think that the adverts are effective, but a little complicated for some people. I believe that by making this series of adverts Audi will attract many customers and, these customers will be persuaded into buying Audi products.

In the first of the Vauxhall advertisement your attention is focused on the large bold text, which says, "Same heart, and different animal". This title is already suggesting two different points. Firstly it is personifying the car by making it into an animal and making the engine into a heart. This now gives the

effect of animal magnetism. It is also making a so-called "boring" saloon into a desirable sports car. Because it has the same engine as the VX220 it is putting an element of fun and performance into the car. They still keep it a saloon so that it can appeal to the younger generation and also to the families. The use of personification arouses the sense of curiosity, and the natural effect of this is to create animal magnetism. The text carefully describes the Vectra, "2.2 Litres engine and alloy wheels" all of this makes the car attractive and desirable, this is what may catch the younger generation to buy this car. The writing is persuasive because of the use of adjectives, and also it presents detailed information about the Vectra. The Vectra is in a more prominent position than the VX220 in the picture. The aim of the advert is to increase the amount of Vectra's sold. They are trying to achieve this by making the car more appealing to a wider age range. Vauxhall have succeeded in this area by keeping the practicality but adding a sense of excitement, power and outstanding performance, by making the car more attractive. This is justified by the use of animal magnetism. The use of bullet points is very noticeable, and persuasive. For example, they quote things like: "Abs, CD-Player and Airbags". Vauxhall also have a company motto, "Raising the standards". This means that they are trying to advance forward with their new sleek, sporty saloon.

In the second Vauxhall advertisement your eye is diverted to the pun, "Power Trip". The title is already suggesting notions about the car. The buyers are told about the amazing power that the car has, and also the ability of a smooth ride. The advertisement also had personification in it. It has been personified by making the engine of the car into a heart. This idea has also been juxtaposed with each other. The car has been described as "thoroughbred"; this is implying that the latest model is the very best in its class. The very complicated language, which describes the car, is made to make the car sound very

complicated, yet desirable. The text includes like notions like, "stunning new 3.2i V6 quadcam engine", this is emitting the idea that the car has got endless amounts of power. The new Vauxhall is also emitting the idea that this car has all of the things, which normal sports cars have, but also all the things which luxurious cars have. This is a car with the best of both. The language shows that the car has great looks and importance; this is shown by text like, "high on its agenda" and "for those who feel comfortable with power". This shows that the car is of high quality, and you can only drive it if you know how to drive a real high-performing car. The language is very forceful and emphasizes the quality of the gadgets. "Electronic Climate Control" shows this and "A super-smooth automatic transmission with sports mode". Vauxhall are once again trying to make a car, which will appeal to a wider age range. They are achieving this by making the car powerful and exciting, whilst keeping the comfort and luxuriousness. We can tell that it is supposed to challenge sports cars by, "Up-rated Sports Suspension". This means that the car has all of the required features to make it ride as smooth as a normal sports car, and even better. The image is above the writing, this is because they want the picture of the car to show what is written below. The image has been photographed whilst on the move, going round a bend. The advertisers are showing two important, necessary features in the image. These are, the ability to maneuver around a corner whilst traveling at a high velocity, and still being stable and firmly attached to the road. That is what the advertiser wants us to think, the car is about. "For those who feel comfortable with power", the advertisers are challenging us, can we take the power of the car, and go for the ride of our lives.

In both of the Vauxhall advertisements there is an aim to capture the eye of the younger generation and also the older generation, with families. They are trying to do this so that they can sell more cars. They are achieving this by making advances in

technology, which surrounds the interior of the car, and also by improving the performance of the cars.

In all of the advertisements, which I have reviewed personification and animal magnetism is used. I believe the reason why the advertisers want to use this is because, of the feeling, which we receive when, the buyers think of a car being an animal. To see an attractive car like a sweet animal. They hope that the "arhhh" feeling will be associated with the car, and will take over the mind of the buyer.

I believe that the most effective advertisement was the series of the Audi ones. I think that the series was very effective, because each one was advertising a different concept of the Audi A4. They were all based around the same car. Audi have managed to make their advertisements very eye catching, and made the images a good eyesore. When the eyes hook on to the image they are stuck there. This is because there is a sense of curiosity in their mind. The most importance reason is because, they have showed all of the information they needed to, on a page, which has no movement, and is in still life. This is very hard to achieve, but Audi had conquered this very cleverly.