Analysing Magazine Advertisements

Companies use magazine advertisements to promote their products because they attract certain people in specialist magazines like PC Format and Mountain Biking UK. Some companies don't have large publicity budgets, so they can't afford to advertise on television so they use mediums like newspapers and radio etc. I am going to look at an advertisement from Personal Computer Format magazine and an advertisement from a Carphone Warehouse brochure. One is about a Pentium 4 processor and the other is about a Siemens C35 mobile phone. This tells me the companies who created the products have aimed their advertisements at specific audiences.

The main image in the Pentium 4 ad is a big LCD with various peripherals flying around it. This suggests that with the Pentium 4 you can do almost anything and it's an amazing processor. The text at the bottom is white on an orange background and the text surrounding the photo is black on white. The photo is shot straight on and everything is in focus and sharp, this is because the advertiser wants the reader to see the advertisement clearly and needing to put too much effort into it. Also it's what the chip can do, not what it looks like they are trying to sell you.

The headline is the P4 slogan which is, 'The centre of your digital world.' It is suggesting that this is the centre piece of modern technology and that the digital world is at your fingertips when you buy the Pentium 4. The body copy of the ad is mainly how much better the P4 is compared to other CPU's. It is worded using a lot of mind-conjuring vocabulary like 'While lesser processors can choke on these digital demands…' and 'So you get the eye-opening PC technology.' This is used to make the P4 stand out from the crowd and make it sound different.

In the type, plain simple text is used so the reader doesn't have to put too much effort into reading it all and struggling to make out what is there when they have already taken the time to read the advertisement.

The image and copy are arranged in separate parts of the page and the largest part of the page is taken up by the image at the top. The remaining third is filled with the copy until the bottom of the A4 sheet.

After studying this advertisement I have come to the conclusion that although it is clear and simple, the language and content are a bit too simple for the average computer user like myself. I think a lot more technical information and specifications would have been more affective because they are targeting the advanced user with novice like language.

The main picture or image in the Siemens ad is a photo of a group of friends at what seems like a pub or party. In the bottom right corner is a photo of the phone itself on an orange background. It is trying to make you think that the C45 is a 'cool' phone and is part of the crowd. The text is in the middle on top of the main image and it is bold white. The photo of the phone is on an orange background and then top half is

taken up by the photo of the part and the bottom left is a white surface with 'Siemens' written on it.

The headline of the advertisement is 'What does your phone say about you?' They say this to try and make the phone look chić and trendy. Siemens are trying to sell the phone as a fashion accessory and not as a phone. It is in big bold type and it is very clear and plain so it is easy to read. The main body copy is explaining all the good functions and accessories you can buy for the phone. This is in the same font as the headline but is smaller and isn't bold. The Siemens logo is in the standard logo font of bold and jet black.

The layout is rather jumbled up but it is still effective because it attracts the attention of the target audience (teenagers and young adults) because it is colourful and eye-catching. I know this works because it made me stop and look at it when I was flicking through the brochure.

I think this ad would be very successful and effective because it is original and not boring. It is very well designed and is well targeted. It shows a clear picture of the phone without making it look dull and at the same time keeps the eye fixed with the bright colours.

I think that the Siemens advertisement is more effective because it is brighter and more pleasing to the eye. It is also more effective because it provides the reader with information without bogging them down with irrelevant information like battery talk time etc. The Siemens ad has an interesting layout and is more interesting than the Pentium 4 advertisement.