

ST VALENTINE'S DAY **COURSEWORK**

I am going to write an essay about two print advertisements. The first, an advert for a meal, the other a competition. I am going to deconstruct each advertisement to find the differences between them. The two are for services and not products.

The first advert is for a meal and dance weekend at a prestigious Country Club, the Shaw Hill Hotel and Golf Club, Preston. The advertisement is aimed at middle-aged men with quite a high income. We know that it is aimed at men because the text suggests treating "her to", so it isn't aimed at women.

The purpose of the advert is to promote the various Valentines Day activities. Shaw Hill is just using St Valentines Day to promote their offers.

The layout of the advertisement is quite complex because of the four sections and the Shaw Hill crest lay at the top.

The four offers are all different; the first offer is for the full Valentines Weekend that includes a candle lit dinner and a champagne breakfast. Secondly, a Valentines Luncheon that includes a Sunday lunch overlooking an 18-hole golf course. Next, a Valentines Eve Dinner on the day before 13th February, which includes a candle lit dinner a luxurious restaurant. Finally, a St Valentines Day Dinner dance, which includes a romantic five-course meal followed by dancing to Shaw Hills resident DJ.

Shaw Hill Hotels address is in smaller text than the other information because it is less important and would take up too much space.

As well as the offers, headline and the address there are various St Valentines associated pictures or icons such as Cupid and love hearts. Both icons are symmetrical and even though there are only two, they are extremely effective.

The headline is in bold italic text to catch your eye. On the other hand the Shaw Hill crest is at the very top of the page and is in bold gothic typeface. Subheadings are used in each of the four offers and like the headline they are in bold italic text.

The language uses a lot of adjectives, for example there are four in the first offer alone, such as 'relaxing', 'super', 'fabulous' and 'romantic'.

I think that *Shaw Hills* address should be in larger text because, people may not see it and not know where to go.

The second advertisement is not an offer but a competition. I think that this advertisement is aimed at people who are having a long-distance relationship with their partner. They may have met on a holiday, a business trip or even over the Internet.

The purpose of this advert is to give two long-distance lovers a chance to win a live video link-up to their partner. Even though this is not advertising something to buy but is offering a service, I think that there is a hidden agenda. Regus are an up and coming Videoconference Company, and they are doing this to promote their company. They also want the contestants addresses so they can store it on their database and send them offers later in the year.

The layout of the second advert differs from the first. It is not the headline that draws your attention but it is the picture. The font is in small letters and is difficult to read. The whole advertisement is set out like a newspaper and is generally amateurish in comparison to the advert for *Shaw Hills*.

There is only one picture in this advertisement and it is a joke. The main picture is a French man in striped jersey and a beret, because French men are alleged to be hopeless romantics. Also there are various icons, which are attached to Valentines' day for example roses and like the first advert, hearts.

The headings are in bold font and there is no special type, it is underlined by hand, which makes it look more unprofessional. In advert two there are no adjectives or describing words unlike the first. It consists of long boring sentences. I consider this a put-off and people may not give it a second glance.

This would not be the right way to promote their company.

Both adverts use St Valentines Day to promote their establishments. *Shaw Hill* uses Valentines Day to hold a valentines weekend for people earning a high income. Regus uses St Valentine's Day to promote their videoconference company, by having a competition to win a live conference with your long distance lover.

I think that *Shaw Hills* advert is more effective in selling their product because they have used a more effective layout to enhance their offer.