

### **Analysis of the Cat Advertisement**

The main purpose of an advertisement is to attract the attention of its audience. Some advertisements use colour as a way to attract the audience's attentions and some advertisements use large wordings to achieve this; however there are some that use both. With advertisements that attract their audience into purchasing an item, its main emphasis is to present to the buyer that this item is the best for the job. I am going to explore these ways and how they have both been used in the advertisement in 'DeCidedLY fishy CLASSIC' cat food.

To begin with, the advertisement is mainly aimed at cat owners and probably quite rich middle class owners. It is clearly evident that it is aimed for the rich middle class people because the cat is compared to a laptop, how the cat and the laptop both sit on your lap, and a lot of middle class people own a laptops. The theme of the laptop and internet is also presented at the top of the page; 'foodcall@sevensharp.cat.uk'. Whether this is a real email address is irrelevant because the advertisement now has an internet feeling. It also stands out due to the fact that the background is black and the colour in which the internet email address is white. The background and the colour of the writing are contrasting one another and therefore attract the attention of the audience.

'When your personal laptop gives you a look like that, you know it's feeding time.' This clearly shows that it is aimed at middle class pet owners. The reasoning behind the advertisement talking about the look the cat gives is because the cat is presented from such an angle that it looks huge and you can clearly see the hunger in its eyes. The cat's face covers 50% of the page, with its eyes showing the innocence and eagerness of a cat. The innocence attracts the attention of cat lovers, informing them that if you like cats come and read this. At the bottom right of the advertisement, there is a blue can that looks huge, this also attracting their attention and showing them how big the can is. It also stands upright to show the reader the shape of the can and what it looks like in the supermarket or from where they will purchase it.

Beneath this can, there is a slogan that is extremely affective. 'FOR THE CAT IN YOUR LIFE, AND THE LIFE IN YOUR CAT'. The two important words in this slogan are the words 'life' and 'cat'. It explains that if the reader cares about his/her cat, then he/she would want it to have a life, to have all the 'best' vitamins and nutrients. And if you don't want this for your cat, then you simply don't really care about it. The advertisement makes the reader think and presents to them a situation where you either are a good guy or a baddy. It presents in the viewers mind that it would be in the best interest of not only the cat, but also there's, that they purchase this cat food, otherwise their cat will not have the best life.

The contents of the writing mainly describes the cat food as being delicious and tasty, fresh food source for you cat 'With Classic on the menu' and 'six tasty recipes'. This compares the cat food to food from a restaurant. It places us in a decoy situation where we would like the best for us, and in the same place, the cat would like the best for itself. It will simply be 'on the me nu' for the cat once it has tasted it. That is one of the strong persuasive points of the advertisement.

At the end of the paragraph, the advert finishes off with an affective sentence, 'When you want the best for your cat, you'll find Classic the rightfo od@the righttime'. It emphasises that this cat food is the best for your cat. It also accentuates on the idea of the internet with 'rightfood@the righttime' to make it look more interesting.

There are a number of personal nouns, nouns and metaphors used. The use of the pronoun 'you' and 'your' is used on a regular basis. This refers back to the reader and to make the article more personal and so each reader can specifically relate themselves to it, presuming that they have a cat. It basically interacts with the readers indulging and convincing them to buy this product in the article. The article also uses repetition to accentuate some aspects of the information. There are also metaphors used in the text like 'when your personal laptop gives you a look like that, you know its feeding time'. The cat is being referred to a computer. The words 'you know' are used also to interact with the reader and let them present their ideas. Also the words like 'menu' and 'recipes' make the food seem more tastier and more human like as if we would order it on the 'menu' if we were cats.

In conclusion, a lot of features have been used such as nouns, pronouns and imagery. The advertisement advertises for a direct specific audience, and has a certain purpose, to sell the item t hat they are advertising. I think that this advert is quite affective as a small amount of guilt and pressure is place on the potential buyer to buy the cat food. It has been kept simple to not complicate its viewers. On the other hand, there are many language features that the producer of this advertisement could have used to persuade more viewers to buy it, such as similes and alliteration.