

## **Comparing Two Advertisements.**

In this essay I will compare two advertisements both of which are marketing motor vehicles. Both of these advertisements are presented on a single page but one is promoting a Nissan X -Trail jeep and the other a Fiat Seicento 2Tone car. I chose to compare these two advertisements, as they are both similar in a way that they are promoting motor vehicles.

Both advertisements were found in glossy page magazines. The Seicento 2Tone I found in a "HELLO" magazine, which is read by both men and women of all ages. The Nissan X -Trail I found in a local magazine that again both woman and men of all ages read.

The target audiences for the two advertisements differ. The Seicento 2Tone has many aspects that appeal to the female reader, more so than it would to the male reader. Likewise, with the Nissan X -Trail although the target audience could be male or female, it would seem to interest the men more because of the bolder sporty layout.

The layout on the Fiat Seicento 2Tone is very soft and simple looking, as pale delicate colours have been used to give it a very gentle feel. The colours and background colour of the whole advertisement is very simplistic with the dull silver and slight orange trim around the car. It is very subtle, soft and feminine in contrast to the Nissan X -Trail, which is very colourful with an almost dark and rugged texture to its paper. The shining silver of the jeep,

with its dark blacked out windows, gleams against the dark background with a splash of bright colour on the right hand side behind the jeep for the sporty gear, instantly appealing to the adventurous sporty type.

The Fiat Seicento 2Tone appeals to the women because of its soft gentle appearance and the box with the two cars implying a pair of boots is placed at the top of the page, very large, leading down to the slinky title *“Kinky Boots”* automatically attracting a female readers interest and possibly mens interest as well. The title kinky boots also relates to the motto *“Driven by Passion”* which is appealing to women’s emotions more so than men. The second advertisement, the Nissan X-Trail, appeals more to the men because of its *“Real Life Computer Game”* which subtly implies an action packed ride.

The image of the jeep in the Nissan X-Trail is placed in the middle of the single page, on a slant giving an off road impression. It is the main feature with most of the attention drawn to it, whereas the Fiat Seicento 2Tone is placed at the top of the page, with a wider spread surrounding. The setting of each advertisement has a similar connection to the type of car and the audience they are persuading. The Nissan X-Trail has a jam packed page full of colours and images just like an action packed computer game, in contrast to the Fiat Seicento 2Tone, which has a very unadorned almost quiet like setting with very appealing titles, logo’s and mottos to attract the readers attention.

Another great aspect that attracts the female reader to the Fiat Seicento 2Tone advertisement is the use of persuasive, chatty and witty

language, which would amuse the reader as well as making contact with them, by using a friendly and informal tone and style.

Throughout the text sex appeal has been included for example, *“turn a few heads”* meaning catch people attention as you would with fashion and clothing. *“Designed with exquisite details”* almost like a designer dress that would stand out as the car would. *“Metallic paint, matching interior trim and body, colour co-ordinated features”* giving the gist that everything fits in and is matching like an outfit would. They then continue to say you could *“look drop dead gorgeous”* with a whole range of extra’s just for £6199, “go on, treat yourself” as if they were talking about an item of clothing or makeup.

All this would instantly attract and appeal to the female reader, whereas in the Nissan X-Trail aspects that attract the male reader to the advertisement are more male orientated features. With help of the text and language used the male *“real life computer game”* effect is enhanced.

Short, simple sentences are used for emphasis on aspects related to the jeep. It also keeps the male readers attention as opposed to long complex sentences. It compares the car to a computer game, whereas, the Fiat car is being compared with fashion.

To achieve this they used figures, mechanical and technical details, *“the smooth control of a 2.5l 180hp engine with multi mode 4WD system.”* This would more than likely attract the men and create an imaginary game

through driving the jeep. “*Forget loading a hard drive, forget 3-D animation*” meaning forget all that indoor computer fantasy life, drive the Nissan X -Trail and live the game real life or even “*reboot your life.*”

The X-trail advertisement seems to appeal towards a male audience even though they use repetitiveness with rhythm of verse. As there are three very short stanzas in the Nissan X-Trail, all full of energy and power, it's effective and can help to persuade the audience similar to the Fiat Seicento 2Tone with the chatty and witty informal tone.

Both the Nissan X-Trail and the Fiat Seicento 2Tone use adjectives and modern language to persuade the reader. The Seicento 2Tone uses play on words such as, “Kinky Boots”, as the word ‘boots’ is cleverly linked to the image of the two cars parked next to a large shoebox. The word ‘kinky’ is a very seductive word, again introducing sex appeal. On the other hand the Nissan X-Trail does not use such obvious means of sex appeal, so instead use bold eye catching phrases. Whether it's a monotone background with big, brash and bold white heading or an elegant refined orange heading both emphasise the subjects of both advertisements

Both of the advertisements give some sort of detail, whether it is price, contact numbers or e-mail address they both give a different variety. I think that because the Nissan X-Trail was found in a local magazine there is no price list or finance offers. These are in fact found in the Fiat Seicento 2Tone as the magazine it is advertised in is found throughout the world; therefore it is

open to a lot more readers and buyers. In both the advertisements there are telephone numbers and website addresses for people to contact for further information.

Similarly both the advertisements have motto's and logo's not just advertising the car but the company itself for anyone who is interested in buying a car if its not particularly the one shown in the advertisement. At the bottom of the Fiat Seicento 2Tone there is an extra section of text in small font giving more detail about prices and payments and buying requirements. As opposed to in the Nissan X-Trail, there are no extra details.

Personally, I think that both advertisements are effective but perhaps the Fiat Seicento 2Tone is more persuasive and appealing to the reader. I think this because of its informal witty sense from the text and the use of seductive feminine language. However, I think that overall the image and sense you achieve from the Nissan X-Trail is more inviting and appealing because of its boldness and adventure. I think that in an advertisement it is more important to persuade your reader then to attract them. If the advertisement has persuaded the reader, it has more that likely already attracted them. To further extent, I would conclude in saying that it is more important to be persuaded and attracted rather than just informed. I find that the Fiat Seicento 2Tone possesses both attraction and persuasion. I believe it has a greater impact and effect on the audience so; consequently it is the most successful.