

Media Brief –Advertising Campaign

Vaughan's Designer Clothes Company

For my coursework I have decided to use the different media codes and conventions I have learnt in module two, to create an advertising campaign for a clothes wear company in particular an autumn jacket product. I am going to use the 'lifestyle' format where the product is at the center of all the other elements of the display, which point out and explain the virtues of the product.

I will concentrate on three different aspects of the campaign and create a persuasive magazine double page advertisement, aimed to be seen in a fashion magazine, also an A3 poster aimed at a target audience of shoppers in a busy city centre and a billboard advertisement. These are mainstream advertisements, being targeted at the mass of three different audiences that will see these advertisements in everyday life such as in shops, offices, hairdressers, on the street etc.

The purpose for these advertisements is to raise awareness to the new autumn fashion line of this high street fashion company that I have created called Vaughn's.

On the billboard advertisement I am going to simply have the name of the company and in one corner I am going to have a picture of a young, blond model; this being a stereotypical ideology of 'the perfect women'. She is going to be positioned with her face straightforward, with a concentrated facial expression, of seriousness and her knees are going to be drawn up against her body with her hands wrapped around her sides, to connote the feeling of secrecy. She will be sat up straight to connote the idea of strength and respect. Her collar will be up, and surrounding her face, drawing your attention away from the model, and more to the item being advertised also giving this advertisement the genre of attitude and sophistication. The significance of the mise-en-scene is to give the consumer the image/ idea of 'you will have control of your life

'if you wear this jacket. We learnt in media two about the importance of mise-en-scene and the overall effect it has to the audience

I am going to have the photograph, taken using a digital camera, of the girl in the billboard advert from a slightly low camera angled shot to give the model superiority and make her dominant as the protagonist also this will connote the idea of being in control. In the centre of this advertisement I am going to put the name of my created company, I am going to choose a text style I think best connotes the genre of this advertisement; a sophisticated, professional looking text. The target audience for this billboard is the age group of teens to 30 year olds, particularly women; the modern day businesswomen. I want this advertisement to connote independence.

For the double page, magazine advertisement I am going to use two different photos of the same model, mirroring the images I have used on the billboard and poster. This time she is going to be positioned differently. In the centre, between the two images I am going to have the name of the company in bold text. The images will have low-key lighting to connote the effect of mystery. I am going to use a monochrome style to this advertisement to add to the genre of sophistication. In media two we learnt about the era of film noir in the 1940,s and 50's which was a popular type of black and white film style, I want to convey this theme in my advertisement as I think it looks effective and connotes sophistication and a smart image; the black and white clothing is often associated with business men and women.

The left-hand model will be positioned standing up straight with one leg slightly out and forward and with the gesture of her hands on her hips. In both the images the model will be wearing the same jacket but neither will be looking at each other, to separate the two, this showing that although it's the same person, they are both independent poses. The right-hand model will be positioned sitting down with her

legs out looking up slightly above where the viewers head would be, this making her look superior. In the corner I am going to have the slogan; 'wear it, be it' I have chosen this slogan to connote the idea of being what you wear, and that the clothes of this company will make the consumer a stronger, more confident person, this persuading them to buy it. We learnt about devices of persuasion in media two.

The third advertisement I am going to create is a poster targeted at shoppers in the town center, as this is a busy place, which means it will reach a larger target audience. I am going to repeat the image I used on the billboard of a young girl and the name of the company in the center. Also I am going to add the slogan I have created, 'Wear it, be it' again anchoring the message of 'the clothes make the person'. This will help people relate to the image, as they will understand what the model is representing.

When I have taken the photos for these different advertisements I am going to decide on the context I want to connote by the variety of backgrounds I could choose from. I may either have a plain black background, which highlights the product, and name and exaggerates the film noir feel to my advertisement. Alternatively I may have everyday settings such as; a town centre or wine bar; places that represent working class lifestyle and places the consumer can relate to, when picturing themselves wearing this type of clothing.

I am going to use photo shop to create my finished advertisement images as it offers me a wide range of functions and opportunities to further improve the design and finished look of my advertisement.