

The language of advertising. Analyse and compare 3 magazine advertisements for the same or similar products.

Advertising's purpose is to reach out to an audience and persuade them to buy a product. Advertising can be anywhere. Advertising can be found in shops, on the internet, on television, radios, magazines and many more places. Perhaps the most successful of all is word of mouth. Wherever the advertisements are they all work in the same way concentrating on the unique selling point and competing to sell the best image or dream of this product.

Advertising works by reaching into the subconscious without you knowing. Many companies use repetition, repeating advertisements, slogans and logos. It works by making people aware of the product and appealing to their senses. Therefore, when advertising the target audience is very important. It changes the appearance and style of an advertisement to suit their lifestyle.

I found all three of my advertisements in different issues of 'Sneak' magazine. This is appropriate as the magazine's target audience is teenage girls and the advertisements' target audiences are teenage girls. The target audiences are teenage girls because of the product they're selling. All of the advertisements are advertising spot treatments, these appeal to teenage girls as they are the people who worry most about their spots and looks and they're the people who get the most spots.

I chose my advertisements because the first two had very bright contrasting colours so that they stood out as I went through the magazine. I chose the other one because it made me stop and look because of its unusual content. I also chose the first two because I recognised them as they are in a sequence of advertisements for the same company that I have seen on both television and in

magazines. They are proof that repetition in advertising makes an effect.

The advertisement that made me stop and have another look was for 'Quinoderm'. The other two were for 'OXY, in the shower' and 'OXY, duo pads'. The layouts for the two 'OXY' products are very similar as they are for the same company. They are both cartoons with the same characters in. the girl is on the left on both advertisements, with the scientist on the right. The scientist is holding the product up towards the camera so that the product is directly in the middle, about half the size of the advertisement and the first thing that grabs your attention. The 'Quinoderm' advertisement's layout is very different. The product is very small at the bottom left hand corner of the page. The main focus is on the old lady. This is to grab your attention as you are looking through a magazine full of younger people and you come across an old lady. It makes you stop and look to see why she is there. In the very middle of the advertisement there's a small, thin white box with a sentence of copy in it. The box is white because it totally contrasts with the surrounding dull, brown colours, which makes it stand out.

The copy of this advertisement is very short and simple. It emphasises the target audience's lifestyle and attitude by calling the granny a 'Cow'. The Pre Menstrual Tension a teenage girl gets often makes her stressed so she would take it out on anyone, even a sweet, smiling old lady. Most girls would realise this and find this amusing. The copy on the other two advertisements are very different to the 'Quinoderm' advert. They both have big headings and a block of copy describing how it works. The copy tries to use facts and scientific evidence to persuade the audience to buy the product. I think that is why the man looks like a scientist and the block of writing is above his head. The big heading on the 'OXY in the shower' advertisement is a pun. It says that it 'helps sort out sleepy heads and black heads'. The sleepy heads refers to you in

the morning before a shower and the black heads refers to the spots, as it is a shower gel that will help 'wake yourself up and prevent spots'.

Both of the 'OXY' advertisements offer a psychological reward for using the product. The advertisements use the slogan 'don't ruin your chances' indicating that if you use this product you will have better chances with a boy. The big heading on the other advertisement says 'warning: black heads can seriously damage your chances'. This also uses the same reward.

The reward is part of the dream or image being sold. The dream is to not have any spots and have a clean, clear, pore-free face. It does this by using a cartoon of a typical teenage girl with a clear face. This is to show the audience that the product works on a typical, moody teenager.

The 'Quinoderm' advertisement doesn't particularly emphasise the reward. Although it does use the superlative phrase 'more effective' in the small print at the bottom of the page. This is so that the majority of the attention is on the old lady and the white box of copy.

The 'Quinoderm' advertisement tells its story from the audience's point of view. You can easily imagine being around your Granny's house and thinking that 'your granny doesn't get spots' and calling her a 'cow' while she sits there smiling sweetly at you. The stories of the other two advertisements are somewhat more complicated. The story is told from a third person's point of view looking at the teenager and the man. On both advertisements you can tell from the expression on the girls face and her body language that she doesn't particularly like him and finds him annoying. She looks as though she is not impressed and she is slightly annoyed. Whereas the man is smiling as I think he invented this product and he is pleased and proud of himself because of his achievements and his

scientific knowledge. These stories help sell the image of the product.

Over all the 'Quinoderm' advertisement was very plain and simple and had an immediate effect whereas the 'OXY' advertisements were more complicated with much more going on inside them, especially the stories. However, this was not too overpowering because of the simple layout of the advertisement.

My favourite advertisement was the advertisement for 'Quinoderm' this was because it was different and unique. Nevertheless, if I were to buy any of these products it would have to be the 'OXY duo pads. This is because they would be easier to use and I think that they would work well.

I think that all the advertisements worked well as they all constantly stuck to the target audience but I think that the most successful advertisement was for 'OXY in the shower'. This is because of the reward it offers, the bright colours and the familiar characters because of past advertisements. I think it was also more effective because it used powerful scientific evidence to persuade people to buy the product.