

Media Coursework

The producers of the new 'Mini Jammie Dodger' advertisement took an unusual approach to their advertising schemes, and departed from previous techniques used. They did this by using nostalgia that appeals primarily to the older generations, as well as a 'fun' aspect to attract the younger generation.

To begin with, the 'Mini Jammie Dodger' campaign tries to re-establish the traditional, well known biscuit as a fun snack for all ages. It shows a fun way of eating biscuits, and how the jam inside the biscuit can be a really pleasurable element.

The advertisement was shown during an interval of 'Coronation Street' on a Sunday night at approximately 7:45pm. This time slot was cleverly chosen because it would easily reach the target audience: The younger children would be preparing for bed, as 7:45 isn't too late for most children to stay up, so they could watch it. Also, 'Coronation Street' is a respected family soap opera, so parents wouldn't be too cautious about their children watching a programme that is shown near to the 'watershed'. On the other hand, a large percentage of the elderly population would also be watching their favourite soap opera, so they too would see the advertisement. In addition, the advertisement was aimed at their generation, as the theme was based around 'the way we were'. The producers were trying to get their main audience (excluding children), to associate the 'Mini Jammie Dodger' with nostalgia, but to make it seem fun and interesting too. The 'Mini Jammie Dodger' could be seen as something to remember the 'good old days by'.

An unusual angle taken is the fact that the advertisers were trying to promote the 'Jammie Dodger' as a fitness 'product', although the product is actually a biscuit that is usually seen as fattening. The 'jamnasium' is a spoof of a 'gymnasium', and tries to confuse the two. The 'Mini Jammie Dodger' can be seen as a reward for doing fitness tasks that are shown in the different scenes. This angle reflects a new emphasis on health, and in a way distracts attention from fitness and health, which should be concentrated on more because the biscuits are actually bad for you, as statistics have actually proven that children are getting more obese.

The different scenes cover a wide range of advertising skills. As well as promoting the product, 'Mini Jammie Dodgers', they show footage that could be compared to a mini children's soap or a short television programme. The advertisement is well thought out, because it shows everything it wants to get across to the viewer in a short space of time, and does it in an enjoyable way too.

The first scene is the 'Mini Jammie Dodger' flag shown swaying naturally in the wind. This then moves directly to the outside of the 'Jam Wrestling Academy' and shows the children lining up to go into the school, and a security guard 'checking' people in. This then cuts directly into the interior of the academy, and there are shots of the Badger wrestling with the children in a jam ring, which is shown as if it was a proper boxing ring. It is quite a long shot, and shows the whole scene, which overall is very busy with lots to see. As a viewer you can see several mini-scenes including children climbing on ropes like they would in an ordinary gym, and children doing sit-ups whilst clinging on to giant 'Jammie Dodgers'. This is a clever idea using giant biscuits, as it is actually an advertisement for a smaller version of the traditional biscuit. The producers are trying to persuade viewers that 'good things come in small packages' and 'less is more'.

The next few shots show several activity pursuits outdoors, all of which incorporate the concept of jam. The final one of these shots shows a boy eating a 'Mini Jammie Dodger', whilst the voiceover tells the viewer that there is also 'happy biscuit eating', which is shown to be a reward for the effort in the activities beforehand. This idea encourages the viewer, to see the 'Mini Jammie Dodger' as something that could be given for a well-deserved treat.

The next shot jumps to a completely different scene inside the hall, and the children who have completed the course are receiving awards on stage. They are supposedly 'graduating' from the Jam Wrestling Academy, and it is very cleverly made to look like a real graduation at a University. This is a clever choice for a scene because it implies that the 'Mini Jammie Dodger' is linked to bright children who, in the future would go on to higher education.

The final shot shows trophies, cups and shields and a photograph of the Jam Wrestling team in a cabinet. The producers are trying to show that it is just like a football trophy cabinet. This last shot uses a very clever technique, promoting the company. As it is the last thing that the viewer sees, they are most likely to remember the final shot, associating the biscuits with sporting achievement. This is shown at the end because the last picture that the viewer has in mind, is of course boxes of 'Mini Jammie Dodgers'. The packaging is bright and therefore appealing to the younger generation. There is also a website given, so young 'surfers' can find out more. It also has the man who plays the voiceover throughout scream;

'LET THE JAM DECIDE!!!!!!'

as this is something that can easily be remembered as a catchphrase that may be referred to in the future. It also personifies the jam, as if it could actually decide who the 'champions of tomorrow' are.

Generally, the presentation of the advertisement is a cleverly chosen one, and although there is a lot of information for a young child to take in, there isn't a complete information overload, as only a few simple characters help the advertisement progress. The main character is a grown man dressed in a Badger costume. He is shown throughout, but is quite hard to understand, as despite being the main character, he doesn't really say much. A second character is a blonde haired woman, whom again I feel doesn't really add much to the final picture. It is unclear why they have used her as a character, although she could be seen as the glamorous assistant, even though she is in fact not that dazzling to look at. Two other characters that stood out are a man dressed in an insect costume that didn't seem to be contributing much, and someone else dressed as a silver alien. These three other characters only seemed to be helping the Badger, although they would be appealing to children. Overall, the characters helped a little to portray the main theme: Having fun with Jam. This theme is enhanced by the surroundings.

The setting helps to show the main effect of colour and lighting because it is set in pure daylight. However, the fact that it was set on a bright, sunny day contributed to the effect of a happy and joyful environment. When the scenes inside the hall and the 'Jamnasium' were shot, it was just simple lighting, as there was nothing spectacular to see.

The general pace of the advertisement was quite fast, as each scene cut quickly and directly to the next scene, and this was the same throughout. The fast element portrayed it as being more upbeat and therefore more entertaining. The length of the advertisement was thirty seconds, and for such a short amount of a time, a lot of information was 'crammed' in, however this added to the 'fun' aspect.

A variety of camera angles were used for effect, so it kept the viewer's initial attention throughout. Mostly medium shots were used to show the different scenes of the production. Sometimes, for example when the viewer sees inside the 'Jamnasium' for the first time, the camera goes to a long shot, so the viewer can watch all of the different people and activities all at the same

time, but gradually, the camera focuses to a medium shot, and then close-ups of the various activities in that scene. After this the camera chooses to go for close-ups of particular children. One of the close-ups is of a young boy who is enjoying a 'Mini Jammie Dodger', and shows the 'happy biscuit eating'. This is a clever idea, because if it was just a straightforward long shot of the boy, it would have no major effect on the viewer, but instead it emotively captures the viewer's attention.

Track shots are also used to show movement, focusing on the activities that are taking place at the Academy. For example, one is of a boy diving into Jam, and another is of several boys taking part in the 'jam endurance', although this track shot is taken from a lower angle. This effectively gives the viewer a feeling that the boys are becoming bigger, tougher and fitter due to these tasks. A further technique that is used is that of a low angle on one of the big characters, the giant insect. This shot is used to make him stand out against other characters, and to give him a sense of authority.

The music used is very quiet throughout the advertisement, but gradually gets louder towards the end. It is classical choral music, and is quite happy. It has an upper-class feel, and is the sort of music that would be used to advertise a High Achieving University, being posh in a way. This choir music is used as the background to the voiceover. Emotive language has been used to support both the 'Mini Jammie Dodgers' as well as the Academy. They use 'graduation', referring to an appropriate ending, and 'intermediate', linking it to a higher-class activity and academy. Also words like 'advanced' link it to an advanced technology school, or meaning more modern and ahead of normal academies. This is why it is similar to a video that might be used to persuade parents that Oxford University is a suitable option for their son or daughter. The language used is supposed to influence the viewer because it describes both the Academy and the Biscuit as something that would be suited to the upper-class market, not just something for middle class people, as you've got to be the best to have 'Mini Jammie Dodgers'. It strangely links the biscuit in the company's name with a high achieving school. Using associations like this are an intelligent way to get the advertisement noticed, because it is something that is likely to be remembered by parents in particular.

The man speaking the voiceover has a typically persuasive voice that could be used for any advertisement, but it also has a nostalgic feel that appeals to the older generations. He is used because his voice is easy to understand and clear no matter how old you are. The voice has to be understandable because otherwise the main point will not get through to the viewer, and important information won't be understood properly.

Viewers do not actually learn that much real information about the product, only that is a fun snack for children, and that it can be an enjoyable reward for taking part in fitness activities. You learn that is a new product linked to the main 'Jammie Dodger' biscuit, but a new and improved size. This could be persuading the viewer to buy this smaller size in order to fit inside a child's lunch box, as it is more compact.

Overall, I think that this advertisement will be a triumph in its attempt to make people buy the latest offering in biscuit eating. The advertisement appeals to most ages, because it covers a wide audience. It incorporates many effective techniques that are used to capture both the readers' attention and imagination, as it is an exciting and busy advertisement with lots to watch. It did well, and was a general success, due to the producers cleverly combining a variety of angles, such as nostalgia for the older generations, fun for younger generations, and the association with fitness rather than obesity. They have convincingly made it reflect positive associations, although I believe in an immoral way, as we all know that biscuits are not a healthy product, but they have still managed to fool us in thinking they are healthy by associating it with sport.