

Car Advertisement Evaluation

I had to plan a new car advertisement for Volkswagen car manufactures.

The brief for this advertisement was to produce a 30 second unstereotypical character advert. There must be a character which needs to act in an unexpected way, to grab audiences' attention, inform them of the product and therefore appeal to their feelings and persuade them to buy the product, which is Volkswagen car.

In my advertisement there is a girl waiting for his boyfriend at a park. Then the boy comes and tells the girl that he got a surprise for her, therefore covers her eyes and takes her to the place he parked his car, which was the surprise for the girl. And then the boy takes his hand off from the girl's eyes, to show his new Volkswagen car. The girl really liked the car; therefore the girl puts herself on the front deck of the car. Then the boy gets a rose out from his back pocket to propose to the girl, but the girl pays attention to the car because she was very engaged with his new car. Therefore the girl even starts talking to the car and started saying that she "love" the car. On the other end the boy thought that she was talking to him and love him, so, tries to kiss the girl. But the girl gets in motion and pushes the boy out of his way, therefore snatches the car keys from the boy's hand, therefore drives away in the car and then the logo of Volkswagen and slogan comes up.

One way that this advertisement was unstereotypical was by showing that the girls are taking over the boys, this was represented in the advert when the girl pushes the boy out of her way and snatches the key from his hand and drives away in the car because this illustrates that the girls are leading the boys in a certain way where they can get the advantage of them.

Another way was by putting the girl on a higher place from the boy to show that the girl has a higher status and power than the boy. This was represented in the advertisement when the girl was sitting on the car and the boy was just standing on the road.

The main shot in my storyboard was when the girl drives away in the boy's car and leaves the boy sitting behind alone on the road because this illustrates that the boys are less important to girls than their cars. Which is really unlike to happen in real life time and it's also kind of unstereotypical, which helps to grab attention of the target audience, which are the car drivers and owners of any age. Technically this advertisement will be more important to girls and will make a great strong affection on the female audience because this shot signifies that girls are less powerful and able than boys. However the slogan (sometimes you get, what you want) appeals to both genders male and female. So, there is no critical statement or issue which will not emphasize men's towards buying this car.

I think I carried out the task successfully because I have used the unsterotypical charter really well which will make a great impact on the target audience and I also have used good amount media techniques which includes camera angle, location of scenes and slogan.

The thing that I would try to improve would be music because I am not really impressed with my selective, doesn't realty stick to the outcome.