

# An Analysis Of Two Print Based Advertisement

5 pages | 1085 words

Advertising means announcing something publicly to sell or to publicize goods. It is found almost everywhere; in magazines, on television, on billboards, at the cinema even on public transport. There are advertisements of all kinds; for makeup, foods, cars, charities and even holidays. The purpose of an advertisement is to make a product or brand well known and to make the public want to go out and buy the good. Adverts affect our everyday lives in more ways than one as we see them everywhere and are very influenced by them, the very fact that companies spend millions of pounds a year on them is very proof in itself that adverts work. The two adverts I have chosen to analyse are based on health and beauty. The first advert is for the brand 'herbal essences' and is for shampoo and conditioner, the second is advertising 'Dream Matte Mouse' foundation and is for the brand 'Maybelline'. My first impressions of both adverts were positive, the advert for shampoo and conditioner is very attractive as it uses bright colors, appealing images and it uses senses of smell and touch. My second advert (for Dream Matte Mouse foundation) is more appealing by the use of language and the layout of the advert.

## Read about the beauty advertisements in magazines

I think the target audience for both adverts would be women aged 17-30 years because both adverts seem young and fresh yet still mature as they use attractive images and appealing language. The first advert for 'Herbal Essences' doesn't use as much language as the second advert for 'Maybelline', however, the language it does use is metaphoric and quite exotic for example the main quote it uses is, 'Tonight, unbottle your wildest fantasies'. This language is metaphoric as it describes the bottles of shampoo and conditioner as 'Your wildest fantasies', it is also very attractive as the word fantasies mean, imagination unrestricted by reality, so basically, anything could happen all because of a bottle of shampoo and conditioner. The language used in the second advert is quite different because it contains facts in a very formal style such as, 'Air-whipped formula', which is very scientific language. There are also a lot of appealing words such as, 'Pure Matte Perfection', which creates the image of flawless, perfect skin. In the first advert the phrase used, 'Tonight, unbottle your wildest fantasies', is a phrase that you could imagine the model to use. The slogan used in the second advert is, 'Maybe she's born with it, maybe it's Maybelline', and this slogan is very recognisable. The slogan uses repetition by saying, 'Maybe she's born with it maybe it's Maybelline', this makes the slogan catchier as it uses the brands name it makes it recognisable. In the first advert the brand name is 'Herbal Essences', which means plants which are used in medicine and the most important feature of a object, so the brand name could be metaphoric to give someone identity or flavour by using 'Herbal Essences' shampoo and conditioner. The language techniques used in the first advert...

# Ad Analysis Essay Sample

**Patrick Vollmar**



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