

Structure for the ad analysis:

1) Describe the advertisement.

This **advertisement** was **placed** by the company XXX which is a leading/European/Asian manufacturer of YYY. It was broadcast/shown/published in the following media:

Name of the television station

Name of the magazine where it was published

in the period between AA and BB.

It was a TV spot lasting/which lasted CC seconds.

It was a full-page/half-page/quarter-page ad on the cover/inside cover/back page/centrefold of the media...

It advertised their product

2) What happens in the ad?

What can you see in the ad?

Describe everything that the audience/reader sees in the ad. List the actions. Use the present tense.

In the ad, person A is sitting at the table reading a newspaper. Then her husband comes in and makes himself a cup of coffee. **Present tense!**

3) Stylistic elements used in the ad

The ad uses:

- repetition of key phrases/words (why are the words important)
- music or a jingle
- a particular colour scheme
- endorsements by famous people (George Clooney and Nespresso)
- particular objects/animals/settings to underline key messages
- symbols
- slogans
- humour
- puns, double meanings

What effect do these stylistic elements have on the reader?

The audience associate themselves with the product

They like the product

They empathise with the person/with the character

4) Key messages

The key message of the ad is that...

The ad has the key message that...

5) The target group

The ad addresses women in their late 30s....

The target group is female/male with a high disposable income

The target group is families with at least one child living with them and limited disposable income

The intended target group likes spending their free time travelling and seeing the world...

The potential buyers of this product drive expensive cars, like expensive clothing, etc....

6) Your personal opinion

What do you like about the ad and why?

What do you not like about the ad and why?

The ad appeals to me because....

I have an emotional connection with the product

it addresses my inner child

I love the product

I already use the product

I have been using the product for years

I love animals

I don't like the ad because...

it focuses on fast cars and I don't drive

it is unrealistic/implausible/illogical

TV advertising:

viewers, audience

advertising is based on viewing figures

Magazine advertising:
readers, readership
advertising is based on circulation