

# Analysing the 18-30 advert for majorca.



**ASSIGN  
BUSTER**

The 18-30 title is staggered; I think that this is meant to send out the message that the holidaymakers are fun, outgoing and a little bit disorganised, in a good way of course. It implies that the rest of the advert is going to be very laid-back and easy to read. There is no harsh capitals only friendly looking lower case, which makes the page look less daunting to read. The main title in super families is vertically down the side of the page on a dark background, which draws your attention to it immediately.

The font of the titles manages to be neat but yet not too formal. The subtitles are much smaller but pretty much the same font as the main titles. The fact that they are so small is a little bit of a problem because at first you don't spot them at your first glance and have to search for them. Once you do find them however they are very useful because they are very informative with just a few words explaining exactly what is going to be in that section. Club 18-30 also do this well with their subtitles but they are much more informal.

Finally on the Forever Young advert " Majorca", is the very prominent title sitting neatly at the top of the page. It instantly catches your eye, letting you know the location without seeming personal or pushy. The subtitles are the same font but smaller and are lined up neatly with the rest of the text. Another clean and sterile part of the article. No text boxes breaks up club 18-30's page making it seem as if there is not as much text as there actually is so people don't mind reading all the way down.

The text just wraps around the picture, which emphasises the image and makes you want to look at it as you read the text so you pay attention to all

aspects. Super families' text is set out into columns, a little like a newspaper but not as formal, just making it easy to read and look quite organised. The loose format makes you think that this holiday although it will not be a shambles is going to be unrestricted and that you are going to be able to do things with your children without feeling you are disturbing someone or something.

This is exactly what you need if you have young children because you cannot be worrying that they are disturbing something the whole time because then you would be more stressed out when you leave Majorca than when you arrive. There is a small text box in the shape of a bubble, it is slightly darker than the rest of the article which again draws your attention to it. Density of a colour makes humans minds think it is more important or of higher value so the designers have been very clever in making the title and first bubble darker, ensuring they will be viewed first.

In Forever Young the text is in three boxes divided by harsh, bold lines and pictures. I personally do not think this is an affective method as when you look at a lot of information grouped into three large chunks it seems very off putting but maybe if you were an older person you would have more time to view these things and would not see it as such a waste of time. There is not messing about, just plain boxes of text so you cannot miss any pieces. Out of the four images on the articles Forever Young has the two most formal.

It features La seu, a gothic cathedral and the hotel and pool. These are very formal images and look as if a professional photographer has taken them. Older people are more likely to want to sightsee, as they are unlikely to have

young children who get bored easily and would not want to go. The photo makes the hotel appear very upper class and not for young children or people coming in off the beach. It looks as if it has been specifically designed for over 50's. On both 18-30 and Super Families the images are rounded.

However the Super Families picture is more formal but not quite as formal as the Forever Young one because it is an irregular fun, even childlike shape. It features a photo of the apartments pool, showing exactly how close they are to the pool. This is good for the parents to see because you do not want to be dragging a soaking wet toddler 2 miles back to your room. The 18-30's image looks like an amateur photo taken by someone who was actual one holiday there, it shows 3 people having fun in what looks like a club although it is difficult to see because of the quality of the photocopy.

It also has a dark outline to draw your eyes to it before you read the text so you see them having fun and decide to find out why they are so happy, and again the dark outline makes your mind think that there is somehow something very important about the picture. All three pages have information on the area and what there is to do but in very different formats. Again club 18-30 manages to be very fresh and exciting. It uses colloquial language and seems to talk to you as if you are a friend not just a random person reading an article about there resort.

This implies that the staff also are going to be friendly and sociable. However they also manage to draw attention away from the cost. There is a paragraph called, " what's the cost? " but the designers have made it sound cheaper by just putting one sentence underneath, " a fair bit of wedge". This

tells us that it's going to be expensive but they quickly get another paragraph in about how fun and exciting it is going to be when you go so you do not have time to dwell on the cost. Forever Young is the complete opposite of this. Their information is as I said before set out into three neatly boxed in chunks.

It is not personal and there are no recommendations as such just basic information without any extra input so it makes finding out about the place your staying not particularly fun but very simple. Older people are not a fan of complications. Super Families comes somewhere in the middle. Although it is not like a friend talking to you the information does have reassuring fragments such as, " state of the art" and, " peace of mind". It has a lot about the apartments but not much about the surrounding area, probably because if you have young children you will try and venture out of the complex as little as possible.

There is also a large section on the children; childcare, clubs and activities and just general reassurance that they are going to be well fed and well looked after so that the parent can have a break. This will immediately put them at ease and so they will feel much more inclined to book the holiday right then. The language seems to increase in formality and difficulty the older the age group gets. In the 18-30 advert it's very much slang and chatting to you trying to seem friendly, but as soon as you reach Super Families you can see the change in style. It's not quite formal but not chatty either.

Reassuring is how I would describe the language of this article. Finally the Forever Young page is very formal and grammatically correct. This is probably a scare tactic to get rid of younger people because they feel they would be invading but older people will feel that they are mature enough to handle being quite formal for a week or two and may even enjoy getting dressed up for dinner. The layouts of these adverts are obviously very different but each very important in it's own way. This for a reason, if you were a younger person flicking through a brochure you would be more drawn to the 18-30's page immediately without even reading it.

If you are a parent you would probably be draw to the soft, safe shapes of the Super Families page and if you were an older person looking for something more formal and educational you might be drawn to the sharp, accurate shapes in Forever Young. The designers are all about mind control. They know that you associate shapes with what you would like to be. So if you want to be loose and fun you go for the shaken up, messy style looking pages but if you are older and wanting to be seen as still precise your going to want to pick out the pages which match that. In my opinion the layout is the most important part of the design.