

# [Katey promote healthy eating habits with their band](https://assignbuster.com/katey-promote-healthy-eating-habits-with-their-band/)

KateyHendershottAssignment1A49123847             This Special K advertisements servesnot only as an advertisement to sell its products, cereal, granola bars, and proteinbars, but also a media message for a healthy life style and sticking to your newyear’s resolution to lose weight. The Company Kellogg’s manufactures the SpecialK brand. Special K seeks to promote healthy eating habits with their band of lowfat granola bars, cereal, and protein bars that are promoted to aid people in achievingtheir weight loss goals.

This advertisement is a picture indorsingSpecial K’s new protein cereal. The picture is of the cereal designed in to awoman running. The runner is made from the cereal coming out of the opened boxnext to a bowl. It grabs the viewers’ attention by the use of the cereal to makethe woman running. Also, the cereal box is a bright teal color with a giant redK on the front of the box. By the use of the bright colors and the brightdisplay of the K on the box, it directs the viewers eyes to the box and brandof the ad. This was strategically placed to make it known to the viewer thebrand of the ad and what it was trying to promote. The design of the woman isof a muscularly built female, which leaves a lasting impression of the viewerthat the new protein cereal helps you become in shape and helps build muscles.

Thecaption on this ad states, “ Fuel up with Special K Protein to go another round,#FuelYourResolution #OwnIt” by having this caption gives the viewer theimpression that by eating this cereal it helps you go longer and harder during yourworkouts. By using hashtags, it motivates the viewer to try the cereal to helpstick to their goals. Using empowering language further targets the viewer tostay motivated to achieve their goals throughout the year.

Thisad is designed to target people who are trying to get in shape for their new year’sresolution, especially women. By having the cereal in the shape of a female whois muscularly built further emphasizes the main goal of this ad that is to helppromote healthy lifestyle in women. Special K is appealing to the female consumersespecially those trying to get in shape, especially it being January where manypeople set new year’s resolutions to get in shape and start living an activeand healthy lifestyle. This brand is known for being a healthier option for snacksand breakfast by being low fat, and now it is trying to make know that by addingthis protein cereal not only can it help you lose weight but gain muscle. This adis being shown to me because being a female it specifically targets me. With itbeing January many people make new year’s resolutions, many of which are to loseweight, therefore the ad is being shown to me to persuade me to buy their productin hopes of it helping me lose weight instead of the other bands. Thisadvertisement reveals that my internet presence has a lot to do with a healthy lifestyleand different ways that I can help live a healthy way of life.

My browsinghistory has my searches dealing with products that are “ heathier” than others, or different ways to eat less sugar and have healthier alternatives. Especiallyrecently, being a collegiate athlete going into the season, I have been lookingfor different brand that can be a better alternative than others; therefore, thisallowed the ad to target me in order for me to buy their product. This advertisementis accurate in wanting a healthy lifestyle but not necessarily wanting to loseweight. The ad is very persuading by empowering women to life a healthylifestyle, therefore I might have to look into trying this cereal in the future.