

Katey promote
healthy eating habits
with their band



KateyHendershottAssignment1A49123847

This Special K

advertisements serves not only as an advertisement to sell its products, cereal, granola bars, and protein bars, but also a media message for a healthy life style and sticking to your new year's resolution to lose weight.

The Company Kellogg's manufactures the Special K brand. Special K seeks to promote healthy eating habits with their band of low fat granola bars, cereal, and protein bars that are promoted to aid people in achieving their weight loss goals.

This advertisement is a picture endorsing Special K's new protein cereal. The picture is of the cereal designed in to a woman running. The runner is made from the cereal coming out of the opened box next to a bowl. It grabs the viewers' attention by the use of the cereal to make the woman running. Also, the cereal box is a bright teal color with a giant red K on the front of the box. By the use of the bright colors and the bright display of the K on the box, it directs the viewers eyes to the box and brand of the ad. This was strategically placed to make it known to the viewer the brand of the ad and what it was trying to promote. The design of the woman is of a muscularly built female, which leaves a lasting impression of the viewer that the new protein cereal helps you become in shape and helps build muscles.

The caption on this ad states, "Fuel up with Special K Protein to go another round, #FuelYourResolution #OwnIt" by having this caption gives the viewer the impression that by eating this cereal it helps you go longer and harder during your workouts. By using hashtags, it motivates the viewer to try the cereal to help stick to their goals. Using empowering language further targets the viewer to stay motivated to achieve their goals throughout the year.

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This ad is designed to target people who are trying to get in shape for their new year's resolution, especially women. By having the cereal in the shape of a female who is muscularly built further emphasizes the main goal of this ad that is to help promote healthy lifestyle in women. Special K is appealing to the female consumers especially those trying to get in shape, especially it being January where many people set new year's resolutions to get in shape and start living an active and healthy lifestyle. This brand is known for being a healthier option for snacks and breakfast by being low fat, and now it is trying to make known that by adding this protein cereal not only can it help you lose weight but gain muscle. This ad is being shown to me because being a female it specifically targets me. With it being January many people make new year's resolutions, many of which are to lose weight, therefore the ad is being shown to me to persuade me to buy their product in hopes of it helping me lose weight instead of the other brands. This advertisement reveals that my internet presence has a lot to do with a healthy lifestyle and different ways that I can help live a healthy way of life.

My browsing history has my searches dealing with products that are "healthier" than others, or different ways to eat less sugar and have healthier alternatives. Especially recently, being a collegiate athlete going into the season, I have been looking for different brands that can be a better alternative than others; therefore, this allowed the ad to target me in order for me to buy their product. This advertisement is accurate in wanting a healthy lifestyle but not necessarily wanting to lose weight. The ad is very persuasive by empowering women to live a healthy lifestyle, therefore I might have to look into trying this cereal in the future.