

Visual analysis essay

[Technology](#), [Internet](#)



So, I am sure there are some of us out there that have seen in a magazine or on a commercial or in some sort of advertisement a bulked out muscle head or in other words, the body of perfection that most could only hope to achieve by going to the gym. Next to that a promotion for a brand new state of the art bodybuilding supplement called PumpHD that was formulated and created by BPI Sports and the product is supposed to physically make you look and feel stronger. The very next day the decision is made to research this new product and get on the computer and go to their website. First thing they make sure we see is the home page with big, bold, and colorful letters that have the name and logo of the product in interest which is PumpHD.

The next thing you see is that there is another picture of a very attractive human being who is very fit and muscular. Continuing on there is what seems to be a very iconic figure that back up this product from others who have tried it. Without any further thought you then proceed to the check-out section of the page and buy the product. This is exactly what the company wanted to happen. By using visual effects they have drawn the consumer in and instilled confidence in the consumer by using three major effects.

Throughout this essay I will analyze what all BPI sports has actual gone through to get consumers to buy their new product; pumpHD. BPI uses many visual effects to draw the consumer in such as big and bold lettering, attractiveness, and Iconic figures. First lets start with the Big, Bold, and colorful lettering BPI uses on their home-page.

BPI stands for “ Be Powerful Industries”. BPI makes and sells a variety of supplements such as pre and post workout formulas, BCAA’s, proteins, creatine and so on. Basically they sell anything that a bodybuilder or an

athlete could ever possibly need to get that extra “ Edge” on their game, or to help achieve the body they have always dreamed of.

However every bodybuilder knows that at some point they are going to hit that genetic wall, which in simpler terms means that they are as big as they can naturally get without taking any supplements. BPI, along with many other companies make most of their money this way by promoting the idea that with their products there is no limit to how “ big” one can get. BPI in particular is very good at making their product stand out from all the others. Of course, humans are not going to simply ingest a product they know nothing about. These days we have the internet; this helps us do our research before we seamlessly consume these products that will be chemically altering our bodies. And, with this technology these companies have learned that they can promote these products in very superficial ways, by making them seem more than what they really are. While visiting BPI’s website the first thing that can be seen is big and bold coloring in all of the words and statements across the home-page.

BPI uses this to grab the consumer’s attention and narrow them in on buying a specific product. For example there is a series of slides that alternates between three pictures. The first slide says “ The only pre-workout you will ever need” with a picture of the Product PumpHD; followed by another statement that says “ there is nothing like this – period” also followed with an option to buy now; all these statements are in big bold lettering.

Right there BPI is telling the consumer that this is the only product they will ever need, which is an assumption to say the least, but it shows that the

company stands behind the product so much that they are willing to tell the consumer that there is nothing like PumpHD. Statements like that shows that the company is confident and that instills confidence in the consumer as well prospective consumers. With the use of big bold lettering BPI makes very bold statements that help consumers to feel more confident that the product they are buying is the real deal. Mainly the use of the big bold lettering is to catch the consumers' attention which it does very well. Next BPI uses the visual aid of a very attractive women to really flex their visual muscles. As we look at the home-page and move past the big bold lettering, we see on one of the four slides a barely dressed, extremely attractive super model; Jessica Vadell, who is also one of the “ BPI girls”; Now keep in mind that 89 percent of consumers of BPI products are males. So what better visual effect to use than a very fit, attractive semi clothed female.

Ms. Vadell is not only a BPI girl, but she is also one of the highest qualified spokes model for BPI. Now if you keep scrolling down the page you find a video link for Ms.

Vadell, being as curious as human are we lick on the link. In this spokes models video it shows footage of her working out and showing off just a little bit, at the end of the video she holds up a container and says the name of the product; which is strangely enough for women, and she says “ this is my supplement, what is yours” . therefore this video not only attracts male's for, so called nice footage, it also attracts the eleven percent of females that consume BPI's products by illustrating to females that they can also get that kind of body with the help of their Product. However BPI speaks to the males

by suggesting that with their product they can get the body they have always wanted and the ladies as well. Now to every guy out there that is called a win-win situation and with most everyone's head fixed on vanity and superficialness, most will mindlessly buy this product in hopes of this happening. So, the use of attractive women in their advertisement is huge because it speaks to both the females and the males in a general statement, and leaves the rest up to our imagination. Lastly, BPI takes iconic figures and really hits it out of the park.

Everyone who is truly in to looking at an item extensively before they buy will normally look for some sort of review or rating or something that indicates to them that through someone else's experience's that this product will really work. Also, buyers may want to know, "well, who all is taking this product". Well, Scrolling down the home-page, there will be a latest news feed and user videos at the bottom. Humans naturally want to know if someone "famous" is taking them because; well, they are famous; that's just how some are programmed to think. Jay Cutler is a famous body-builder and four time world champion of the Mr. Olympia challenge, not to be confused with the Jay Cutler, the starting QB for the Chicago bears.

Anyway, in the weight lifting and body-building world today Jay Cutler is an iconic figure of bodily perfection and amazing strength. Directly below the slideshow there is a link, clicking on the link brings up a video of him and it has him working out in the gym and says "if I want to be in the best shape of my life for the 2013 Mr. Olympia challenge; BPI's PumpHD is what I'm going to be taking".

That simple statement right there is the main seller, it says to someone who wants actual proof of effectiveness that this is the product to use, also if he is using it, so will they. Hats off, to the makers of the BPI website for using such an iconic figure to promote their new product PumpHD, they have truly hit the nail on the head. By using iconic figures such as Jay Cutler, BPI has established a connection and raised confidence to consumers buy PumpHD. Therefore the use of iconic figures to promote not only the product but also the company as a whole has really took the visual effectiveness to a whole other level, and by doing so making their advertisements hard to compete with.

Overall the website has some extremely good visual effects going for them. With that being said, the way they have placed the effects and how they have used them has truly sold the gold. by the use of big bold and badass lettering, attractive women, and iconic figures. They have made it hard for leading competitors to keep up with their success rate. Sources” BPI Sports.” BPI Sports. N. p.

, 2013. Web. 26 Feb. 2013. . “ PumpHD Ultimate Pre-Workout Formula.

” BPI Sports. N. p., 2013. Web.

26 Feb. 2013. .