

Free essay on analyzing a magazine advertisement

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An advertisement is a public notice used to convince the same public of the need to pursue a certain action. The notice is executed through, broadcast, or automated media. Magazine advertising refers to ads that audiences see all over publications. The revenue generated in ads helps to keep the magazine in business. Currently, the effectiveness of advertisement is extended to the internet where online magazines have come-up with the sole purpose of reaching the same clients. This paper will focus on an ad appearing in a magazine (Smashing Magazine). The primary message in this advertisement is the essence of communication and information technology. This is emphasized by the statement; " Get yours today," in the ad and the " precious" picture of an i-Phone. The magazine applies overt method. This method refers to advertisements that are free, revealed and clear.

An advertisement should have an underlying message. The message should catch the attention of the audience. To achieve this, advertisers have to apply various basic appeals. This work expounds on emotional appeals applied in an advertisement. Emotional appeals refer to promotional undertakings expounding on factors that are expressive like physical appearance or popularity of manufactured goods rather than logic features. The sex need is one of the basic appeals. The ad on i- phone appears conspicuously on this magazine. The male and female youngsters are seen holding this state of the art i-phone. They have attires that appeal to the audience. The female exposes some body parts. Nudity has a tendency of decreasing product recall (Petraicca & Sorapure, 1998). Audience can easily remember this product because of outrageousness of this ad. The sexual imagery applied in this ad will work well for both genders. The images are

not controversial and also they go a long way in catching the attention of the audience.

Another appeal is the affiliation need. Merchandises and services are purchased because of unsatisfied need in an individual or institutions (Petracca & Sorapure, 1998). In this ad, the aspect of bonding is applied because both male and the female appear as a couple. The male is slightly taller than the female, and he is handing the phone to the female. The aspect of friendship is also depicted in this ad by the fact by the closeness of the two. The ad has applied affiliation aspects to achieve this appeal. The need to nurture is an appeal in advertisement whereby most advertisers try to use animals to bring out the aspect of nurturing (Petracca & Sorapure, 1998). In Jib Fowles Advertising's Fifteen Basic Appeal, " We're cold, wet, and hungry", a husband together and children whine, making the little woman get the Manwiches ready (Petracca & Sorapure, 1998). The advertiser in this magazine puts an image that it is a beautiful human figure to trigger this aspect. Women are represented as custodian of Mother Nature.

The guidance need is a basic appeal in advertisement. For this to be effective, use of celebrity figures is not always a necessity. The advertiser in this ad uses the figures to depict guidance (Petracca & Sorapure, 1998). The male is protective over the female in this ad. In this case, the product is relatively new in the market. The advertiser has brought work that is different from the old players in the field of advertisement. The advertiser has applied features that are assertive and egocentric aimed at meeting the needs of the audience. The need to be aggressive is another basic appeal. Impulses that can cause violence are not allowed. Some manufacturers feel

satisfied when their products are related to violent motives. Therefore, this affects negatively on most of the prospective audiences, or consumers (Petracca & Sorapure, 1998). To this effect, the advertiser of the magazine has put a command, " get yours today," and the two youngsters clad creating dominant image before our eyes. This creates a positive response to the product by the audience, and at the same time it is not offensive to the consumers. People work hard in their entire lives to achieve certain goals. Desires bring about achievements. In order to realize achievement, there are challenges along the way (Petracca & Sorapure, 1998). Like in life, advertisers need to have this urge to succeed. The advertiser in this instance has tried to create role models by endorsing the youngsters to create a profile for the product. The advertiser is creating a contact with the need of consumers in order to succeed. Therefore, by doing this the advertiser satisfies the achievement need which is a basic appeal in advertisement. It is a desire of every advertiser to dominate the market. This is not always achievable, and it is convenient to settle for regular dominance. The need to dominate is mostly depicted by being masculine (Petracca & Sorapure, 1998). The advertiser in this magazine has put both male and female in the ad to achieve dominance balance. This way the advertiser fulfills the basic need of dominancy. Also, it is the dreams of each business to be respected, appreciated, and enjoy high status in society. The advertiser represents the light being reflected in diamond specs that are scattered on the ground. This creates a sense of class and originality to the audience and the basic appeal of being prominent achieved.

The need to gain attention is a basic appeal. In the business world, it is

important to create an impression that others want to emulate. It is therefore important to present oneself in ways that easily draws attention from onlookers (Petraicca & Sorapure, 1998). The stylish clothing of the youngsters in the ad is brought out in a way that it appeals the targeted customer base. The integrity and autonomy of an individual is paramount in expressing dominance and prominence. American Express claims, " You can have it the way you want it," (Petraicca & Sorapure, 1998). Its primary reason for this notion is for its self-endorsement. The advertiser in this case creates a notion, " Get yours today," that represents the advertiser's confidence and independence on the product being advertised. This is aimed at bringing autonomy, which is a basic appeal.

The escape need. This need corresponds with the need to be autonomous (Petraicca & Sorapure, 1998). Freedom is the key factor in this appeal. It is the desire of everyone in life to have and enjoy freedom especially in a situation where oppression persists. Advertisers appeal to the audience's need to escape by creating a feeling of desire and emotions circle of light to the product (Petraicca & Sorapure, 1998). The advertiser in this magazine has brought this sensation by creating a serene environment that reflects the beauty of nature. The bluish background and light reflection by diamonds helps to bring this sensation.

In our day to day life, we need to be assured that everything we do is safe. We wish a life that is free of threats, and other shortcomings that may compromise our safety. As consumers, we like durability features of product demonstrated (Petraicca & Sorapure, 1998). The way the product is handled illustrates that the product can be handled without observing intense

precaution measures, the safety need.

Satisfaction of curiosity is another basic appeal. Naturally human are curious creatures. They are concerned with the environment around them (Petraicca & Sorapure, 1998). They are interested in new developments like in technology for instance. The advertiser in this magazine seeks to satisfy their curiosity need by coming up with a gadget that is an inventory to the market.

In summary, not all features of advertisement qualify to be called appeals; rather they are technical features determining the approach or presenting basic appeals. In advertisement analysis, it takes time and skills to get conversant with emotional appeals. Emotional appeals are the key in advertisement appeal. It is very important to put into consideration the targeted audience of a certain ad. This way emotional appeal will go a long way in influencing the decision of consumers. Communication and understanding is important to both parties since they both need to benefit. Advertisements have significantly affected behavioral traits of the society. Companies are investing heavily on ads to persuade people to purchase their products. The ads of famous brands and products have played a big role in shaping the living standards of the society as a whole. The control of channels of advertisement by various institutions has influenced the certainty of information we receive from our environs. Humans have the capability to change the culture of a society. This is dependent on the abilities and organization of culture. For this to be achieved, the boldness and courage of the mind is recommended.

This ad is therefore targeting the youths and the middle age groups in

society. This is exhibited by the two youngsters appearing on the ad. Besides the ad on i-phone, the theme of style is brought up by the cladding and the pose by the youngsters. This ad also inspires the consumers by bringing the product near to them. In addition this ad removes any doubts that may exist in the market thereby creating a high level of confidence about among the consumers of this product. In some cases, the consumers end up purchasing products that they do not like, and in some cases outdated. The advertiser in this case has also introduced a state of the art gadget thereby giving the consumer the privileges of new service and product. This will go a long way in protecting consumers against inferior products because they will be informed and ultimately make cognizant choices.

References

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