

Decoding the burger king advertisement essay examples

[Business](#), [Marketing](#)



There has to be meaning and ideology in advertising, otherwise the advert would be mute. This essay seeks to decode the meaning of the advertisement put up by Burger King. This advertisement is a live embodiment of the myth of surrealism and the cultural image that individuals have placed upon certain topics. A myth can serve a vital purpose in advertising. It enhances the product development and quality of the state of product in the market. It is evident that this advertisement seeks to advertise about Burger king and ensure that the society is aware of the product.

This advertisement associates burger king with friendly customer service, and employees who are eager to ensure that their customers are satisfied. Surrealism in this image is evident when there is an array of other products on the shelf yet the customer only needs the burger. This is an indication that the Burger King is the selling and vocal point of the company.

Surrealism is the road to the absolute, and the creators of these advertisements wish to appeal to the surrealism and subconscious mind of the viewer. The cultural image in the advert appeals to the individual citizen because they assume a link between the advertisement and themselves (Williamson 132).

The use of juxtaposition in the advertisement is apparent. Other products are placed on the shelf, yet it is the world famous burger that stands out. It is an advertisement that seeks to increase the popularity of the fast food joint amongst members of the public. They appeal to the audience by ensuring that they give unto them the product that the society loves; the burger. It is the absence of explicit relationship between the shopper and the burger that

enhances the appeal of the meal to the audience. This link ensures that individuals can relate to the advertisement, albeit on a subliminal level (Williamson 134). The link between the audience and the advert is present yet not so apparent. The greater the objects in the advertisement are disjoint, the larger the appeal to the subconscious mind and the greater the unconscious look.

In this image of the Burger King advertisement, the appeal to nature is just but subtle. Surrealism dictates that objects have been displaced from their natural surroundings. Symbols of nature improve the connection between the audience and the product that the advertisement seeks to sell. As the lady creates a connection between herself and the buyer, it is an indication that the company, Burger King, is interested in creating a connection with its market. It aims at penetrating the market and ensuring that it has loyal buyers. There is a real relationship between the company employee and the prospective market. This is an indication of the manner with which the company wishes to address its prospective customers, and consequently retain them.

There is a play between verbal and visual signifiers. It is apparent in the sense that the lady is not speaking, yet the message she is passing across is almost clear (Leiss, Klies & Jhally103). She is inviting not only the potential buyer in the picture to try out the Burger King, but also the general audience not incorporated in the picture. The visual signs are an indication that she would wish to have a larger part of the audience also consider having Burger King as their fast food provider.

Works Cited

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