

Advertisements for a new brand of exercise equipment called streets

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



The task I was asked to do, was to create two advertisements for a new brand of trainer called 'Streets'. This included deciding upon a target audience, the name of your trainer from the list given, also to come up with a slogan. These two print advertisements were to be suitable for magazines. The advertisements had to be produced on A4 paper from an original image taken from a digital camera. For my first advertisement I chose the model name 'skate'.

This model name I thought was appealing to the male skaters. The trainers represented the rebellious stages of life that the average teenage male would go through. In the advert they are portrayed as cutting edge, beyond limits. The average skater is included in a rock band, most nights he is bound to be at a local get together with friends or doing a gig. On other free days he is most likely to be practising his kick flips tricks down the stairs of south bank. He is cool, laidback and doesn't care about the fears of life. To help me with this advert I decoded a real media advertisement for a magazine. This found advertisement was for the trainers 'Adio'.

The advert was appealing to my selected target audience, with these shoes you can defeat all limits while skating, and there are no boundaries. The advert showed a young male high above stairs on his skateboard, the building behind him was level to his hand, representing the height you can achieve with 'Adio' trainers. My second advertisement was for the model name 'Sport'. This also being appealing to males however of an elder age compared to my other advert. The target audience being males who were fit and athletic. He is popular amongst his friends and others. However is vane,

which is one of his downfalls. As he lacks intelligence the advert I produced was extremely simplistic.

Firstly my 'streets skate' advertisement shows a male in the air, on his skateboard the camera at a certain angle, this shows status and importance. His image is shadowed, which therefore hides his identity, and gives a mysterious feel to the advert. The original picture has been manipulated and changed into what looks to be a painting, and every painting has a story behind it. This allows the audience to interpret the advertisement as they like. It has a plain background of the sky, to show his height that he achieves on the skateboard. The words 'street skate' read across the top, in white pointed writing.

I chose this style font as the pointed parts on the letter show that these trainers are cutting edge. Your eyes see the model name of the train the go down to the image and finally the anchorage. The anchorage at the bottom right hand corner reads 'Something's in the air'. This anchorage is suitable for the advertisement because for one the obvious reason that he is in fact in the air, also that there are no limits with these trainers, they allow you to go beyond the boundaries and almost beat gravity. This advert is slightly simplistic, however carries an incomplete look, a feeling that's something is missing and the spectators of the advert can not work it out.

The 'street sport' advertisement has a very simplistic value, using plain lettering and colours which have connotations of dullness. In the centre of the advert is a trainer, above the trainer to the left is the title 'street sport'

and below the trainer on the right is the anchorage 'leave your mark'. This advertisement is very straight forward and to the point. It has the product in the centre and the needed information surrounding it. The main colour scheme is grey and black, the grey is representing the concrete roads. The imprint of the trainer is like an imprint in the sand, however is powerful enough to leave a print in concrete, thus explaining the anchorage 'leave your mark' as they are athletic running shoes. The target audience are obviously runners therefore if there jogging or running they can only have a quick glance at the billboards or advertisements around them that's why I chose this advert to be simple to read and to look at.

My 'street skate' advertisement has a professional look about it, your eyes follow correctly from brand name to anchorage, and the original image has been manipulated. By adding these affects, and letting the image no longer be a simple average picture, I think the audience have more focus on it. I believe that the appearance is appealing to the target audience selected, as it shows their interests and hobbies on the advert itself. My other advert for 'street sport' is very simplistic compared to my other advert. It shows the contrast between the age groups of the two target audiences. The advert does have a professional look about it, however by changing the colour scheme or adding road like features to the grey background it may have become more obvious to the audience what the anchorage was linked to.

The advert for 'streets skate' has similarities to the advert I deconstructed as it had themes of status and power and also limits. I consider that my target audiences chosen will be attracted to the adverts, as they contain interests

and simplistic styles. They are effective because I have researched 'skaters' and young athletes interests, however more colour could have been added to the 'street sport' advert to make it more eye catching. Overall I am pleased with the standard of work I have produced for this task.