

Critical evaluation of
consumer product
information --subject:
physical fitness a...



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Buy or Quit" Advertisement Evaluation The text and graphics used for the advertisement were simple, yet formal, which gives a not-so-serious theme to the whole video. The color used for the text gives the impression that the product is something of good quality and that it is something that the customers should get in the market. However, one of the video's setbacks is that the text and some of the graphics were shown too quickly that some viewers might not be able to read the words.

The Bun and Thigh Roller's TV advertisement is obviously intended for women who particularly want to trim down their buns and thighs but do not have the luxury of time for long workouts, and space for larger exercise equipment. To attract the viewers' attention, the video ad made use of bandwagon as a propaganda device, which featured women who apparently have problems with their figures and who, after trying out the product, gave satisfied remarks and reactions. Another attention-drawer is the addition of special effects, which not only clearly explains and demonstrates how the equipment works, but also catches the customer's interest and potential patronization of the product.

Being a promotional material for TV, the ad is quite long but is substantial. It has presented the different facts that the customer needs to know, especially when trying to decide about purchasing the product- benefits, advantages, special features, cost, and others. The informational content of the ad has made it effective in introducing the product to the target market. Furthermore, having been able to reach through a wide range of media, the product is provided with more opportunities and choices for gimmicks. One particular promotional strategy utilized through the internet is the offering of discounts or the claims of " internet special" which are catchy phrases that <https://assignbuster.com/critical-evaluation-of-consumer-product-information-subject-physical-fitness-and-nutrition/>

can lure customers to availing of the promo.

Product Evaluation

A promotional material for the product claims that “ as you rock backwards, the resistance band challenges your muscles, making them stronger, tighter and more toned while minimizing impact to your knees and back” (Bun and Thigh, n. d.). While this statement implies that the exercise equipment Bun and Thigh Roller works to strengthen and at the same time tighten the muscles, Hatfield, et. al. (1999) argues that most exercise machines, particularly those for strength training, make the muscles bigger and stronger but seldom tighter. Furthermore, the concept of creating this equipment is not based solely on scientific facts, but rather, on the author’s experience, inspired by the already existing Swiss ball (Bun and Thigh, n. d.). This simply means that the effects of the product are not guaranteed since the equipment has not been tested by others, and that the information presented in the advertisement are not all valid.

Similar to other forms of exercise, the Bun and Thigh Roller offers benefits to our physical health. According to the Australian Sport Commission, engaging in strength and conditioning programs would help athletes and non-athletes develop a correct exercise technique, improve their strength base, specific movement, and the entire physical conditioning (Australian Institute of Sport, 2007). In addition, athletes burn up muscle energy stores during a workout. Their bodies muscles lose the energy thats been stored for exercise (Kundrat, n. d.)

Food, food supplement, exercise program, or a piece of exercise equipment all offer different benefits and different results. These products may also be promoted using different types of marketing and advertising strategies.

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However, no matter how compelling and convincing these may be, it still pays to be critical enough and take time to analyze the products that we consume. Sometimes, to save ourselves from deception, we have to think twice before buying or quitting.

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