

# Compare and contrast two ads essay



**ASSIGN  
BUSTER**

Advertisements in Technology Leo Burnett, a famous advertising executive, states that “ Good advertising does not just circulate information. It penetrates the public mind with desires and belief (thinkexist. com). ” How effective an advertisement is in getting the new company and its products and services to the world can be measured with the publicity of products that Dell Incorporation has provided. It has not been a long time since the Dell Incorporation was first founded. Dell Incorporation was founded in 1984 and since then, through the medium of advertisement communication, it has been able to sell its every product worldwide.

The products that Dell Incorporation sells would not have reached every corner of the world if it had not formulated proper plan to advertise those products. The Dell Incorporation sells many digital and technological products, especially computers and related products worldwide. Due to the high demands of different types of computers and competitions from other computer manufacturers companies, Dell Incorporation has started offering some good deals on every type of computers it sells.

The two products that Dell Incorporation advertises are desktop and laptop computers. Although both advertisements are manufactured by the same company, the target audiences they appeal and the way they are advertised seem to fascinate different ranges of people. Both images are advertised by applying similar techniques to attract a large group of people. In the both images, the brief descriptions and features of both computers are shown in detail to attract computer literate customers.

Here both advertisements have done a wise job by incorporating all the necessary information for computer literate customers. In addition to that, both advertisements have clearly stated their discounted market price, which can definitely help customers to compare these prices with other prices from many other different technological companies. Moreover, in both advertisements, it is shown that all their deals are for a limited amount of time only. The advertisement of the desktop computer states that “ There’s an inspiron desktop for everyone this New Year.

Go on, Treat Yourself. ” The main purpose behind writing this selling tempting phrase is to show that the price of the desktop has been reduced and is encouraging everyone to take advantage of this offer. Similarly, the advertisement of the laptop computer states, “ LIMITED TIME ONLY! ” and the reason behind stating this phrase is as same as that of desktop advertisement. Even though the purpose of both advertisements is to attract a range of people, the way they have advertised both products appeals to different target audiences.

It is given in the laptop advertisement that the laptop computer could be bought on an installment basis by paying every month a fixed amount of money. The advertiser includes this policy to attract those groups of people who cannot pay the stated amount of product price up front. Since the advertisement does not mention any credit score to qualify for financing, it makes sense to think that the company is targeting bad credit people to take advantage of this offer to build up their credit scores.

Along with the advertisement of laptop computer, the advertiser is also advertising the company's another product, netbook, and the main focus of including this product is to make people aware of the company's available products. In addition, the laptop advertiser uses " free shipping offer on all featured systems, electronic and accessories" to sell not only laptop, but also tempting customers to buy other available products to get shipping benefits. This feature is especially made to attract online shoppers as they can save money on shipping when they buy products online.

Another feature that is in the laptop advertisement is price tag, which shows that one can save (\$344) if he/she takes advantage of this limited offer and it can be a plus point to attract customers who are always looking for such huge savings on the products they buy. On the contrary, the desktop advertisement does not offer as much attracting deals as the laptop advertisement. The desktop advertisement does not mention any financing and free shipping offers on the products they sell. Instead, the company provides the same desktop computer in a range of colors to attract a wide variety of people.

Some people tend to be very careful in choosing the desire color of the product they buy and considering this fact, the advertiser agency has tried to allure these ranges of people. Besides, the advertisers of desktop computer have included many good reasons for why customers should buy desktop computers, which can definitely give a positive vibe to the customers to think once more about the desktop computer before they decide to buy laptop computers. Unlike the laptop advertisement, the desktop

advertisement shows the company's logo to let customers know about the identity and reputation of the company.

On the whole, both advertisements are equally enticing to customers in terms of the target audiences they appeal. However, if I had to buy one product after seeing both advertisements, I would end up buying a laptop computer. It is because of the convenient nature (compatible) of the laptop as well as the influences created by the laptop advertisement. Contrary to the desktop advertisement, the laptop advertisement offers financing as well as the free shipping on electronics I buy, including a laptop computer, I will definitely be more inclined with this advertisement.

Based on how I choose laptop computer over desktop computer, it can be taken into consideration that an advertisement has vast impact on us. In the advertising world, customers around the world have become so reliable on advertisement that they do not buy even a single product without first being exposed to the products they want to buy. Works Cited Desktop Computer. Advertisement. 50-plus marketing. Dell advertisements in Saga. Jan 23. 2010. Web. Jan 25. 2012 Laptop Computer. Advertisement. The internet is getting ready for black Friday. Nov 13. 2009. Web. Jan 23. 2012