

# Print advertisement

Nutrition



Shona de Souza November 9, 2006 Composition 101 Professor Fisichelli Print advertisements are used to persuade consumers to buy a specific product. There are several different strategies used to persuade the consumer audience. An effective and eye catching way to get the attention of consumers is to use a celebrity. Audiences may idolize and look up to celebrities, and it is more likely for them to pay attention to an advertisement with a celebrity in it rather than an ordinary person who is not well known. " Got Milk" advertisements are found all over. They are found on bill boards, television commercials, and magazines. This " got milk" advertisement was found in Essence magazine; a magazine which is mostly read by women in the black community. This first thing you see in this ad is the sexy lean machine and professional tennis player Serena Williams. She has high status in the black community as well as others, and what makes her appealing is her tight looking strong body. This " got milk" advertisement promotes the buying and drinking of low fat and/or fat free milk. The medium sized white bold letters in the right center of the ad is the second thing that stands out, and it compels you to read the statement that Serena Williams makes about drinking milk. She suggests that drinking milk is good for pursuing healthy weight is also good for losing weight. She also tells that drinking milk helps her have perfect form to win titles. The dark background is a great contrast to the white lettering. It makes the white bold letters stand out to catch your attention. The color of the letter also represents the color of milk. Serena Williams' legs reflect of a whitish glare, and this can be used to infer that she has strong bones from drinking milk. The net draped around her left shoulder, and the tennis racket in her left hand tells the sport she plays. This is helps the viewer understand what it was that she was

winning titles in. In the right hand of Serena Williams is the milk glass in the shape of an hour glass. The shape of the drinking glass represents and helps emphasize Serena Williams' desirable hour glass figure. The advertisement may suggest that you too (the consumer) can also get this hour glass figure by the drinking of low fat and/or fat free milk. This "got milk" advertisement targets black women who want to lose weight and be healthy. The celebrity used to gain attention to the ad is Serena Williams. She is well known throughout the black community and she has a very desirable figure. The advertisement may persuade the consumer into thinking that they can be a lean machine like Serena Williams, and you can get her shape. The objects and graphical effects in this advertisement such as the lighting, the contrast of white text to a dark background, the net, tennis racket, and hour shaped milk glass hint at different meanings. They all work together to accomplish one goal. That goal is to persuade black women to drink more low fat and/or fat free milk, and this advertisement is seemingly effective and persuasive.