

Media evaluation

Media



In our group we decided to use 3 contexts for our production posters, radio and TV. We decided that our television adverts go out on channels which teenagers will watch such as trouble, nickelodeon and ITV. We have chosen the time of 4: 15 to 6: 30 because this is the time when the average teenager will get home and watch television. At 8 to 10 o'clock we thought that this was the best time to show our radio adverts we have chosen this time slot because this is when they listen to there favourite music or DJs.

We can also attract a wider audience with this time slot because at this time there is a lot of people listening to pop shows, charts and interviews. Finally we have chosen posters because we can attract all sorts of people just on where we put them. In our group we decided that near schools, library, parks and shopping centres would be the best because this is where teenagers are most frequent. I think that what we have produced a product that is right for these slots because this is when most teenagers listen watch and where they are.

I think our audience will respond quite well to our product, we have tried our best to come up with a catchy slogan and we have written our logo in a graffiti style so it is relevant to our target. I think that our logo will appeal to our target because it is of a teenage culture. I think that our product will not really appeal to a wider audience because we have focused our product on teenager's interests. We saw, as our main purpose of production was to attract a lot of teenagers to buy our drink, because of this we spent a great deal of time on the computer designing posters and drawing can designs.

We tried to use neutral colours such as green blue, red, yellow and purple so to attract teenage girls and boys. We decided to keep the price low so even someone with a little money can buy it and that we could sell more. I think that it fulfils our purpose because our product is very colourful and will stand out amongst other products and even the teenager on a budget could buy it. I think we have met the intention we started out with because we wanted our product to catch people's eye, I think we have succeeded in doing this because our product is bright and colourful. When we did a survey with our target market we got some useful criticism.

We were told that our logo was too dark and didn't appeal to girls. We decided to change it so to attract more to buying our product. I feel that this criticism was fair because the colours were rather boyish and if we didn't receive it when we come to sell our product we wouldn't make much money. If I had the chance to undertake the production again I might change the logo from graffiti to something else because even though it was well received by our audience some girls still thought it was aimed at teenage boys. I would also add various freebies to the product so you could have a chance to win prizes.

I think I worked effectively on our production I had a hand in planning what we going to do for our product, designing posters and I wrote the radio script. I don't think I have acquired any skills but I feel that I have developed some, such as my designing using the computer, most of the designs I did on computer before were quite dull but if have seen our poster my designing skills has come a long way. I enjoyed working with others because we could

see how different parts of the project was getting along, we had much more input therefore more ideas and we finished quicker.