

Analysing the effectiveness of background colour in magazines

[Entertainment](#)



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Eye catching Inviting to teenagers or young women sumptuous Super model style Luscious Voluptuous Flawless Full/Big Plain White Biro Sketched Unconventional Doodles Tittles are bolder and darker Underlining used All blue and white except the pictures Pictures stick out Key words are highlighted Puns Sprightly Healthy Slimming Quick Diet Modern design Sketchy Irregular Joke Banter Tease

I have selected these two adverts because I believe they are slightly unconventional and a little unusual. I am firstly analysing the different adverts, then comparing them to each and then I will be looking at the ages they are aimed at as they came from two different magazines aimed for two totally different age groups. I will be looking to see how and if the two adverts differ in writing techniques and, I will also be looking at specific languages issues such as Puns, Fonts, Highlighting of key words and Punctuation. I will then be going on to design a similar advert based on a different age group and use the things I have learnt from the other adverts to help me.

Bold Flowers Not much colour plain Doodled Luxurious Sexy Black Sleek Blue Clothes Puns Jokes Dreams Designer Classy Soup Arrows Instant Expeditious Biro Imagination Looking good Feeling good Fat free Instant Fantasy Day Mental images Dream Illusion Key words are bold Expensive Small Size Loosing weight Thin Perfect weight Attraction Comparing and analysing two adverts of the same company in a different age group from different magazines What I am aiming to do.

I have selected these two adverts because I believe they are slightly unconventional and a little unusual. I am firstly analysing the different adverts, then comparing them to each and then I will be looking at the differences between them as they are aimed for two different age groups and are both from different magazines. I will be looking to see how and if the two adverts differ in writing techniques and, I will also be looking at specific languages issues such as Puns, Fonts, Highlighting of key words and Punctuation. I will then be going on to design a similar advert based on these adverts, aimed at a different age group and I will be using the things I have learnt from the adverts I have already analysed and reviewed to help me.

Order of events: Words to do with the adverts (A3) Analyse both adverts Compare differences and similarities Review the adverts Comment on them what I like and dislike lucid personal interpretations Design my own advert Analysis: Lips advert - This advert is based on a plain white background with two pictures and words on written in biro. It gives the image that the advert is done with biro with a couple of colour pictures on the advert. I was immediately attracted to this advert because of the big red lips which show up really well at first glance and then as you look at the advert a little more you realise it is slightly unconventional which intrigues you to read on.

In the first line of this advert " How to become an INSTANT" you notice that the word instant is highlighted which gives you the impression that whatever this advert is about works really quick even instant. You then go on to read the second line " Soup a Model " which is the main pun of the advert, at first

when you read this you think of becoming a super model but then realise it is a pun about soup. So far the advert has portrayed the image of being an instant super model just by reading the first couple of lines.

As you read on it talks about ' the perfect pout ', which may appeal to teenagers or young women who would love to have perfect voluptuous lips. It then goes on to talk about ' cut along dotted line, affix to chin and tilt upwards by 45 ' which tells you what to do with the cut out lips and how to wear them and look like a super model. Point 2 talks about the soup its self they call it the ' slim a soup ' which give the impression that by drinking this you will be come instantly thin and attractive, like a model. It goes on to give you the instructions on what to do with the soup, and there is a arrow pointing towards the picture of the soup and it also has a lot of dashes round it to attract more attention to the key part of the advert, the soup.

I find with this advert although at first I was attracted to the lips by the time you have read the whole advert the soup stays in your mind due to the extensive highlighting of dashes around the picture of the soup. Dress advert -This advert also follows the idea of biro doodles on a plain piece of paper. This one is ver plain and the only colour is of the picture of the soup on the bottom left of the advert. Although this is the only colourful part of the advert it wasn't what first attracted me, the first two lines attracted me "

How to become an INSTANT

Soup a Model " I was attracted to this because it is done in big bold lettering a lot different from the rest of the magazine. The first line is quite bold but the keyword instant is highlighted more. The second line is the biggest and

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boldest with the key pun in it " Soup a Model ". This not only puts the idea of soup in your head but when you drink this soup you will become an instant super model, by losing weight etc. This line is also underlined by a floral doodle, which brings your eyes to give this pun more attention. The advert then goes on to talk about two points the first one being ' the wardrobe' this is written in a slightly bold type. They probably used the wardrobe, as it is a key thing that links women to the thought of style and even super models.

You then read on 'cut the dotted line attach to and dangle from your latest item of clothing '. This is what everyone wants an expensive little black number, and on the label it has " size 6" which again gives the impression that small sizes and losing weight is linked to this soup. Point two is about the " slim a soup" this is following on from the " soup a model" pun used earlier in the advert it is trying to portray the image of being slim and losing weight just by drinking (eating) this soup.

It goes on to say " open sachet, empty contents into mug and add boiling water. Then attach to lips and don't dribble down your latest item of clothing." This gives you basic instructions and adds a pun just so you don't forget the joke behind the whole advert. The picture of the " slim a soup" box is surrounded by arrows trying to attract your attention to the main focus of the advert. You can also notice two arrows close together pointing at the " 99% fat free" part of the advert just so your final thought of " slim a soup" is losing weight and keeping the super model image.