

The similarity between the appeals and aspects of car ads essay



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Advertising has several ways of getting into people's mind, such as ads in newspapers, magazines and TV. The ads in magazines can be very different in their appearance and their appeals to the consumer, but if we put together three products of the same kind, we will see that the objectives of each of the ads are really similar but they try to get people's attention in different ways. All the ads I choose are from cars. But these are cars that are done for a certain group of people, with a good income and life status.

There are different signs and symbols, and many important things in each ad, which sometimes are not seen by people, but have effects on people when they look at the ad. These three ads are from three different manufacturers and different publishers. All of them are trying to get the attention of the same type of people and with the same objective, making the people get the car, and that is why they concentrate in the same needs and aspects. In one hand, Jaguar ad is in some sort of way strange. The ad is composed by a central image of the car, and then of several pictures with people and places with the car too.

It has dark colors, almost making it hard to see at the beginning, but they give the impression of peace and harmony all around the car. It uses shadows of green and gray in all of the pictures. In this case the central picture of the car from the front view, makes us see the strength and power in the appearance of a Jaguar, and this makes powerful and rich people feel strong, which also reveals the need for domination. In this ad, we have the appearance of people, where we can see that they are inside the car, smiling, enjoying the ride, and very well dressed with good and expensive clothes.

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This is typical of the people who will buy this kind of cars. In every picture where the Jaguar appears, we have the same type of backgrounds, where there are mountains, desert places with beautiful views, away from everything, trying to express the need for escape in the ad. There is another thing that can be related with this same need, which is that the Jaguar is always pictured moving ahead, mixing the needs of domination, the need for escape, and the need to achieve. In this case, there is a little description of the car with its price, with a very attractive font, next to a very important thing, Jaguar's logo.

An important thing in today's ads is the slogan or phrase that in some way rounds the idea of the car, as in Jaguar "The art of performance". Then we have Toyota's, where we have that the logo of it is not very important, and is in one of the corners of the page too, but in this case, the contrast of colors, and the light of the central and only picture hide it. The logo is very small and it is placed in the left-top corner of the ad. Despite this, we can see that Toyota does use a kind of sign in this ad, giving a phrase that they always use for their cars, which is "Get the feeling.

Toyota." next to the logo. We can also see that there is a person included next to the car. This person, looks like rich, and is only caring about washing his car, but with the detail that he is doing it with mineral water. In the background, we can see an enormous country-house, in a very distant place as in Jaguar's. There is a difference, which is that the Toyota is not moving anywhere, it is stopped. We can relate this with the fact that he is away from everything, and he feels safe with his car and his house, using the need to feel safe.

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There isn't much text in the ad, and no description of the car or either its, but the fonts used, are bold, and make it very clear for the reader to understand the messages the manufacturer is giving. At last, we have Lexus ad, which is a little different. There is also a picture of the car, and as Lexus always does, reminds the reader that with a big and bold font, that Lexus is "The Passionate Pursuit of Perfection", which is the phrase that they use in all their ads to talk about the firm.

In comparison with the other two ads, there are no people in this one, just the car, but escaping. The background is very similar to Jaguar's, with a very precious landscape with mountains full of snow, trying to show a perfect place, as the phrase says it. The car is moving ahead, as in Jaguar's ad, escaping and showing its front view, trying to express fear with his lights turned on. There is a plenty of text describing the advantages of the car and all the information that a customer would consider necessary, including its price.

In these ads, we can find that they use very similar ways to get to the consumer. They all are trying to get the same type of consumers, from a good economic position, that can afford having a car of this characteristics, and more important, of that high values. One of the common appeals we can find between them is the need for attention. The people, who are interested in these cars, are people of a high social class that in the first place, they care about their personal image, so they care about how they are seen by others.

I can also see the need for escape in the three of the ads. It is very common that this kind of ads of cars have some photo of the car, and the car running and a landscape far away behind in an unknown place of the earth. This gives us the idea that the car is escaping from everything and all by himself alone. This is why the publishers try to concentrate in the backgrounds, position of the cars, and the most important thing, in the people, who will become the future owners of these potential cars.