

Nescafe cappuccino and the shreddies cereal



**ASSIGN
BUSTER**

Adverts on the television are easier to convey messages. Producers have to promote and make their product look good so it will sell. On the television advertising can be made eye catching and attractive or even funny, this helps sell the product being advertised. The two adverts I am focusing on are the 'Nescafe Cappuccino' and the 'Shreddies Cereal'. Both these products I think are rated at different audiences. For the 'Shreddies'- I think it is aimed more at maybe parents who want their children to be healthy and full of energy, the advert gives you an image of a family who love 'Shreddies' and cannot wait for breakfast.

For the 'Nescafe Cappuccino'- I think it is aimed at young adults, maybe students. It gives you an image of maybe single or young adults socialising. In the 'Shreddies Cereal' advert it shows three different children doing different things, I think the focus of the advert is that children are full of energy. Images of the 'Shreddies' advert: 1. The advert begins with a young girl fishing in the bath. There are three camera shots here. 1) The girl putting the fishing rod into the bath, 2) the young girl's face, 3) the girl pulling the rod out. The colours here are bright, light and full of energy, this continues throughout the advert.

I think the bright colours help emphasise the effect that 'Shreddies' are full of energy. The music is light and bubbly and this also continues throughout the whole advert and I also think this helps emphasise the full of energy idea. 2. The next scene is a boy walking down the stairs playing with a baton, I suggest he is playing make believe as he is acting like the baton is a sword. There are three camera shots here, 1) focuses on the legs of the young boy

as he is coming down the stairs, 2) one shot of his face, 3) and the final shot is a full side view of him coming down the stairs playing with the baton.

3. The next scene is the same little boy wearing boxing gloves boxing into the air. There was only one shot of him and that was a full viewed angle of him boxing, he is downstairs near the front door by the coat stand. The voice over begins here. 4. This scene is of a young girl she looks like a teenager and she is dancing and singing on her bed. There is just one camera shot here and it is a full view shot of the girl dancing and singing. 5. The next image is of the young boy again running down the stairs dressed in his uniform for school as his mum shouts out breakfast, as she pours the cereal into a bowl.

6. You then see a shot of the bowl of cereal with a spoon in it. The voice over still continues. 7. The following scene is the same young boy at school maybe at break time or lunchtime as he is running around in the playground with other school children. This helps show that the 'Shreddies' provide people with energy, by the young boy running around this helps show he is still full of energy. 8. The advert then ends with the box of 'Shreddies' placed on a table. The camera shot stays on this as the voice over comes to an end, with the slogan 'Shreddies energy is steady energy'.

The advert is appealing to its audience because parents want their children to be healthy and full of energy. With the children all doing different things with are energising for instants dancing and boxing, this show that the children of this household are all doing something energetic. When the mother shouts " breakfast" the young boy comes running down the stairs,

this shows that he loves 'Shreddies' and can't wait for breakfast, and then again at school he is running around the playground with other school children, his energy has lasted long and he is healthy.

In the 'Nescafe Cappuccino' advert it is about young adults socialising in maybe a coffee house or a cafe?? of some sort. Images of the 'Nescafe Cappuccino' advert: 1. First of all you see the man has just bought a drink and has just sat down to drink his drink. There are two shots here, 1) as he walks over and sits down, and 2) as he sits down and takes a sip of his drink. The music begins to play as soon as the advert starts. The music is flirty and vibrant; the colours of the advert are dark warm colours such as dark red and browns. This also continues throughout the whole advert.

The second shot is of the crowd sitting opposite him laughing and socialising. 3. The next scene is of the guy with a froth mark over the top of his top lip from his drink. 4. The girl opposite spots out what he has done and tries to let him know by licking her lips and moving her tongue around her top lip. 5. He mistakes what she is doing and thinks that she is flirting with him, because what she is doing comes across very flirtatious. 6. He relaxes where he is sitting and it is as if he is thinking 'is she looking at me?' because he keeps turning round and looking behind him in case she is looking at some one behind him.

He does not give off such a sexual vibe. 7. She then begins to walk over and he's sitting there and props himself up. She then leans in towards him, him thinking that she is going to kiss him as she puts a napkin over his mouth, it sticks and she walks off. 8. Then the final scene is of a 'Nescafe Cappuccino'

pot and it end with the slogan, 'Nescafe Cappuccino very very frothy coffee'.

This advert is appealing to its audience because coffee is seen as a flirty drink, when people go out on dates they tend to invite their dates back to their place for coffee, knowing that they really are not going to drink coffee.

It becomes an excuse to invite someone back to your home. So the flirty advert, which is advertising 'Nescafe Cappuccino', has been made flirty to influence the idea that coffee is a flirtatious drink. Hence the flirty actions with the tongue. With the 'Shreddies' advert the music is light and bubbly this is all to do with the idea of energy, the colours of the advert also do so, bright colours full energy. The voice over begins at scene three and the music is still being played. The voice over is a women speaking about the cereal and all the goodness of it.

With the 'Nescafe Cappuccino' advert music is just played throughout the advert no voice over is played. The music is very flirty and catchy and goes well with the flirty actions being performed by the girl. These two adverts I have studied are both different. The only thing that they have in common is that both products being advertised are to be consumed. They are both different because they are both rated at different audiences, and are therefore broadcasted at different times of the day. The 'Nescafe Cappuccino' advert is to be broadcasted around eight o' clock and the 'Shreddies' advert at any other time of day, just not late.