

# Visual analysis

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Art Formal Analysis This advertisement looks captivating just by a single glance. The drawings surrounding the bottle of Coca-Cola soda are in perfect space giving an on-looker the best attraction possible. They word art style that the paint exudes is extremely of fine beauty with the composition of tiny cartoons. The bottle-top on the bottle of soda is open and with a cartoon positioned on it evokes a feeling of satisfaction and bliss. This expresses the contentment that a person gets when they consume the drink. The little clouds encircling the bottle and the words also give an appealing view that wins the attention of a person easily.

The advertisement is in the most appropriate color palette. Red is the dominant color, which stirs up the piquancy of the paint. It is a vibrant color that gives a fine texture especially with the mixture of grey and black. The blend of color brings an atmosphere of calmness and creativity, which easily sells the brand to customers. The paint clearly uses a balance of color in the cartoon drawings, words and the color of the drink. The black merges well with red, whereas grey and white adds some lure to the advertisement. The shape of the bottle, drawings and the cartoons also give an impression of fine art. They bring a balance of different forms of art that produce a wholly captivating paint. The rhythm of the clouds surrounding the bottle give the feeling that once a person takes the drink, then they will be in a jovial mood occasioned by the positive energy.

#### Interpretation

This advertisement is a paint that aims at marketing Coca-Cola drinks. It is a design that evokes the positive energy that a person can get when they take the drink. The perfection in display is one of a kind, the type of

advertisement that makes a person buy something because of the beauty in the advertisement. It is only fair to say that the paint convinces a person to take the drink and get the energy. Still, the drink in the bottle just looks as sweet as the mixture of colors used to paint it.

The paint tells people that Coca-Cola is also an energy-drink. People love drinks that are exceptionally good to their health. Thus, it is with no doubt that, the artistic work exhibited in the advertisement gives the idea that it is the most appropriate drink to take and build energy to undertake different activities.

#### Evaluation

This advertisement is visibly a heart-winner and effortlessly influences people into drinking Coca-Cola. However, if they would use a photo of a person taking the drink, it would be more appealing than it is now. The target audience of the advertisement is the society at large, especially teenagers and adults. Once a person reads about the positive energy that comes with drinking Coca-Cola, they get convinced in one way or another to buy the drink. This is a marketing strategy that easily sweeps people off their feet. The colors are not too bright, but perfect to express the message of the good quality drinks from Coca-Cola.

Definitely, the advertisement achieves its goal since the art on display is impressive. It is very fair to say that many people are influenced by this creative advertisement to buy the Coca-Cola drink.

#### The Advertisement's Image

Source: pinterest. com

#### Work Cited

<https://assignbuster.com/visual-analysis/>

Pinterest. com. Coca-Cola: Feel the Positive Energy. 2012. Web. 5 February 2013.