

Advertisement: new ipad application

[Business](#), [Marketing](#)



The consistent features of the magazine are elements that are intended to give more information to the customers about the quality of the products and their benefits to the customers. This includes pictures of the actual item, find details about the products such as type, model, and performance. Other consistent features of the magazine include terms of sale such as prices of different products, buying procedures, and after-sales service.

The leading title of the article has a direct relationship with the ad. “Automobile Magazine launches new Ipad application” (Diehlman web). This title is directly related to the advertisements of the magazine. The magazine displays a wide range of exclusive products for its customers to choose from. The title of the article is intended at capturing the interest of customers who are willing to either own motor vehicles or upgrade their current cars with the classy products offered by Suzuki. The competitive environment of the magazine is its unique display of different classy motor vehicles. In collaboration with the Apple Company, the magazine has launched an Ipad application for its customers. The ad is intended for first-time car owners particularly those who are looking for classy and sophisticated models of automobiles. The ad also targets people who are conscious of technology. With the abilities of modern devices such as I pads and Ipad, car owners can have different abilities in their cars. The ad is also targeting those who are willing to upgrade their current automobiles for the available classy cars that are on display. Finally, the ad is targeting people who like been sporty or those that prefer sporting vehicles.

The ad requests its audience to acquire the classy Suzuki vehicle and experience the possibilities of the new Ipad application. Toyota magazine is

comparable to this advertisement since they target similar customers and offer the same basic products. The automobile's magazine ad is however ahead of the Toyota ad since it has extra information for its readers.

I would consider this advertisement as an appropriate investment for the Suzuki Company. This is because Suzuki is a global company that targets customers for its products across the globe. Therefore, the ad is instrumental in increasing the company's sales. In addition, the ad shows how Suzuki has advanced products that fit the purpose of the modern technologically advanced world. This would enable the company to have a greater influence on the market than its competitors.