

# Strongbow advert

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In the Virgin Mobile advert there is a specific target audience for this advert. It is set at the range of age of 13-19 years old. It suggests this range of age group because most teenagers use mobiles and the Virgin Mobile is advertising that you can text someone for real cheap costs. This means more teenagers will change mobile companies to get a cheaper rate to text friends. The denotation of the Virgin Mobile advert is that Christina Agularia is meeting up with a business man when she sits on his chair and starts making the chair move up and down then two men on a building site see Christina and get the wrong idea of what she is doing. So they take a photograph and send it to friends, who spread it to the press, who start spreading rumours of what Christina 'has' been doing. Then you have the men in a bar watching the news when they see what they started has ended up on television. Finally it comes up with slogan for Virgin Mobile.

The connotation (what it suggests) of the 'Virgin mobile' advert is that if you work in a building site you will have Virgin Mobile and see a celebrity in a business building doing something not so rude but you take it the wrong way and think its rude. It suggests you take a photograph and send it to your friends then suddenly the press appears and embarrasses the celebrity and you get fame. The Strongbow advert has humour in the advert, which will be described in this paragraph. This advert is a humorous advert because it is set in the mouth of a blue whale that has its mouth open in the middle of the ocean without water coming into the mouth. This humour is put into make the advert more appealing to people who what to buy this beer and therefore this boosts up sales for the beer therefore making the company moremoney.

In the Strongbow the imagery symbolism is in the form of the logo. The logo of the Strongbow advert is a can of the beer with four arrows landing next to the can. This is a perfect logo for the beer because the can represents the "strong" part of the beer's name and the "bow" part represents the bows. Therefore it is a simple logo for the beer. For this paragraph I will explain the use of the catchphrase used in the Strongbow advert. The catchphrase for the Strongbow advert is "Bitter sweet strong" and this is said most of the way through the advert. This produces people that are watching the advert to buy more of Strongbow's beer therefore boosting the company's income because they want to try a beer which is both sweet and bitter.

The sound effects in this advert vary from each taste bud. The sweet taste buds sound effect sounds different to when the beer is put onto the bitter taste buds and they both sound different from when it is put in both taste buds. This boosts the company's income because more Strongbow is being sold by the taste of what they heard the whale do.

In the Strongbow it has a specific target audience for the advert. The advert suggests that the advert is set at males old enough to drink. It suggests this because it is a beer and there are only men in the advert and it is mostly men who drink. This means that the customers of the beer will just be men. The denotation of the Strongbow advert is that one man is talking to another man about Strongbow and saying that he'd like to be a blue whale. Then they suddenly appear in a blue whale's mouth where one man runs to the entrance of the mouth to escape. The other man then pours the Strongbow onto the whale's sweet taste buds, then onto the bitter taste

buds, then finally on both of them. As soon as the Strongbow hits both taste buds the man at the entrance of the mouth is flung towards the other man. Then when the man gets up they appear back in the pub where four bows land next to a can of Strongbow and a blue whales eye appears in the fish tank behind the bar.

The connotation of the Strongbow's advert is that it suggests that when you drink this beer you will taste it as bitter and sweet. It also suggests that you will appear in a whale's mouth and if you have a fish tank or a pond you will find a blue whale there. The difference between the two adverts can come down to several things but I'm going to tell you about the main character in both adverts. Also in the next paragraph about the target audiences each advert is aimed at.

In the Strongbow advert there is no celebrity endorsement but it still has the same effect as the Virgin Mobile advert. My opinion is that even though well known celebrities who endorse adverts help promote adverts and boost the rate of sales but a not so well known celebrity can still help promote products if they show real talent and attract viewers attention. Also it helps if the endorser is in an unusual advert that catches people eye because of the strangeness of the advert.

The target audiences for both adverts are for different age groups and genders. The Virgin Mobile advert is set for both male and female at the age of about 13-25 years of age. However, In the Strongbow advert it looks like it is meant for males between the ages of 30 to 50. the adverts suit these

target audiences because of the use of colours, the celebrity endorsements and most importantly the product being sold.