

Advertisement analysis: target market

Business



**ASSIGN
BUSTER**

Introduction Advertisement are almost everywhere in our life, the poster on bus stops, the radio advertisements, and the advertisements on television. Are these advertisements really work, and how effective they are, are really the questions raised among many people. This project is going to analysis one particular advertisement according to those questions.

The brand's target market will be discussed using demographics, values ; lifestyles, psychographic attributes. The effectiveness of this advertisement's strategy would also be illustrated by affecting buyer's behaviour and the way the dvertisement persuades the buyers.

Background This advertisement is to brand image Myer as the best place to shop for Christmas. Jennifer Hawkins as the main character of the advertisement is surrounded by colourful streamers hanging down from the ceiling. As she walks through the streamers, there is a little girl playing around with Hawkins. They walked around and found star shaped balloons.

I saw this ad on television during Christmas time. Target Market The main target market of this advertisement is women mainly housewives.

Housewives are definitely the potential buyers in the market trends for Myer.

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The population of housewives are huge, that should be the most powerful buyers among all year. Christmas time is the busiest shopping period in the whole year. Housewives are the one to consider all the Christmas gifts and preparations.

Hence, the advertisement does not just attract the housewives to shop for Christmas, but also to create a brand image for them to shop in Myer for the rest of their life. The advertisement showed on television, which is a brilliant approach for housewives to see it.

Housewives spend a long time on television at home while doing housework or even cooking. Showing ads on television would expose the message to housewives quickly and effectively, as they may have just gone shopping to Myer right after saw the ad since their time is flexible. This ad involves a little girl around age of 5, deeply arouses the motherhood of these housewives.

Psychographically, the housewives would immediately think about their own children while look at the girl in the ad. They might immediately put themselves in the position of Jennifer Hawkins's.

Australia, Slide 23) as they are guided by the desire for being in that situation or even shopping in Myer. This is definitely appropriate for Myer to attract customers into the advertisement and shopping in Myer in the future. Myer has a series of advertisements about their different sales seasons or events all with Jennifer Hawkins.

The brand image has become strong and stable as sending the message to audiences that Myer is the best place to shop at anytime.

Ad Strategy Effectiveness Myer's Christmas advertisement is effective as it successfully affects buyers' behaviour by using signs, symbols, meaning transfer, rhetorical tropes and so on. The advertisement including verbal,

graphic, musical and animation factors are the encoding part of the communication process element. (The Role of Persuasion I, Slide 4) The advertisement starts with Christmas ring bell style music and then a woman's voice appears with gentle tone. These create a comfortable and happy environment for grabbing audiences' attractions.

This Christmas wish upon a star, we find each one is Just a gift right for you. Find your Christmas wish at Myer" is the only sentence aid through the entire advertisement by the woman's voice. There are star shaped balloons in this advertisement, which are the symbols reflecting the same meaning as the sentence " This Christmas wish upon a star" does. At the end of the ad, a big word " Wish" decorated with colourful streamers appears at the time the last " wish" word of the sentence is spoken and continued with the ordinary Myer logo as " Myer is my store".