

The target audience



The second advert is addressed to a younger audience as we can tell from the colour and the way that the advert has been presented. In this advert two perfumes; a male and a female version of the perfume from the same company are being advertised. This is quite effectual in terms of the audience it is targeted to, because younger couples usually like matching things so if one of the couple likes the perfume they will buy it for the other partner as well. The image denotation is, a man is taking off an attractive woman's bra, they are trying to show a sexy photo which is quite eye catching, this is a fairly effective technique because when people are flicking through a magazine and are looking at the pictures, this will catch their eye, they will look at it and eventually they will look at the product. The advert is suggesting that the effects you will get by putting our product on is, you will become like this sexy attractive couple, you will be cool, trendy and sexy.

The characters in the advert enhance the advert and reflect the target audience and the product. The target audience are young people and teenagers, as we can see young people have been chosen to show the effects of the perfume. Teenagers and younger parts of the population have always preferred looks and appearances and this is exactly what the advert tries to portray as it's after effects. The colour that has been used in the advert (black and white photo) is usually associated with classy, expensive and chic looks for products and this again matches the target audience, by doing this the advertisers are trying raise the profile of the perfume to make it more interesting for the target audience. The lay out of this advert is quite simple because most of the advert is covered with a photo, only at the

bottom of the page the name and the product and the picture of the perfumes in colour can be seen.

The reason that the advertisers have used a coloured picture of the products is because this way the perfumes stand out, the message they are creating in our mind by making the perfumes stand out, is that these products were responsible for producing these look. There is no copy in the advert, the reason for this is because the target audience who are young people, don't usually read a lot and are more interested in looking at pictures rather than reading about something. The logo of the advert is just the name of the product written in capital letters, " DOLCE AND GOBBANA" the name is telling us about the two different male and female products by using a feminine and a masculine name. In the advert the word " parfums" which is the French for perfume has been used the reason for this is, that the French have always been associated with classy and fashionable looks and by using a French word the advertisers are emphasizing on the elegance of the perfumes. In my the opinion the second advert is more effective because first of all I think it is related better to the target audience and I reckon it's different approaches to emphasize on the product being chic is quite effective in terms of the target audience.

Also the picture they have used in the advert is quite eye-catching this helps attract more readers.