

Advert #1: No.7 Advertisement

The No.7 Advertisement displays a happy middle-aged black female as the backdrop with textual overlays that refer to the brand, the product and how the product can be purchased. On initial analysis of the advertisement, the first things that jumps out is the top left-hand corner with the brand logo on display. Directly above is positioned a simple statement adopting the brand's typography insinuating that it is the number one skincare brand in the United Kingdom. Such a statement makes the customer believe that the brand is not only reputable, but also that their products are popular and widely used by population within that geographic. The number seven which is written in numeric is placed in a large font to resonate with the symbolism of completion, perfection and totality as believed by a wide range of cultures and religious societies. To further draw the attention of the customer, the phrase 'A World's First Peptide Technology' is capitalized, placed in two rows with two different font sizes and on a rectangular backdrop to draw attention to the reader. The language of the text suggests that the brand is the founder of a revolutionary type of technology that has transformed the beauty industry.

The copy of the text illustrates the Future Renew Damage Reversal Serum that is being advertised has the capacity to reverse or turn back the natural process of ageing, also known as, wrinkles. By referring to such as 'skin damage', the customer's confidence affected and immediately they begin to resent their 'damaged skin' and desire the younger looking skin that is not explicitly stated in the advert, but purposefully omitted to create a desire in the customer for it. On the opposite end of the copy is the phrase 'Don't regret, just reverse'. This further reaffirms the point that the brand is attempting to create that wrinkles are not acceptable in society and springs up the desire for perfection as a value in the mind of the target audience. This phrase was placed in bold thick letters to draw the attention of the reader to it. As a further strategy to convince the reader that they need the product, the actual product is positioned directly above the text within two backward arrowheads. These arrows are pointing directly to happy woman smiling on the page who is not a perfect model, but whose picture may have more than likely been photoshopped to achieve the desired outcome.

The advertisement uses a direct mode of address to speak to the customer's fantasies and a combination of subjunctive and indicative tone to convey the mood of a bossy or authoritative advertisement which tells the customer what to do. Since most consumers tend to focus on the technology or scientific aspects of the product when shopping, those are placed at the top of the page because we read top to bottom and left to right.

At the very bottom of the copy is the information pertaining to where the product is sold or can be found. To the left-hand corner of the bottom of the advert is a QR code that can be scanned, which indicates that they target audience is mature enough to understand what it is and to use it. Additionally, it suggests that they are also within the bracket where they are still aware of trends to be considered as cool but not young enough to fit into the bracket to those who are keeping up with the trends. To the right-hand corner is the Boots logo to indicate where the product is sold. This is placed at the bottom right corner of the page because Boots is not what is being advertised, but merely a retailer of the product. And a middle-aged shopper would prefer going to boots to get the desired products. The QR code only serves the purpose of making the target audience feel as they are still within the young age bracket and can reverse their damaged skin.

Finally, the fine print of the text provides information that the brand does not really want or expect the customer to read. This information pertains to the customer surveys indicating their results from the products. In this advertisement, the text is extremely fine and offers only general information on the results, but nothing pertaining to the amount of women who tested the sample.

Advert #2: The Perricone MD Chia Cleansing Balm and Chia Oil



EXPERIENCE THE POWER OF CHIA.

ESSENTIAL Fx ACYL-GLUTATHIONE Chia Cleansing Balm
A non-greasy, melt-away cleansing balm that replenishes and conditions skin with essential moisture while effectively dissolving away dirt, debris, excess oil and makeup for skin that's more radiant, smooth and supple.

96% | said it deeply cleanses without stripping skin*

*In a consumer study of 99 women after 7 days.

ESSENTIAL Fx ACYL-GLUTATHIONE Chia Oil
A luxurious, nutrient-packed oil that delivers intense nourishment to replenish the skin's moisture barrier, soften the appearance of wrinkles, creases and improve elasticity for a glowing, healthier-looking complexion.

94% | felt smoother, healthier, more supple skin**

**In a consumer study of 106 women after 28 days.

Perricone MD

AVAILABLE ONLINE AT JOHN LEWIS WITH AN EXCLUSIVE COMPLIMENTARY GIFT WITH PURCHASE.*

*Receive a FREE Essential Fx Acyl-Glutathione Rejuvenating Moisturizer deluxe sample when you purchase the Essential Fx Acyl-Glutathione Chia Cleansing Balm or Chia Oil. Offer valid on www.johnlewis.com for a limited time and while stocks last.



The Perricone MD has two eye catching pieces of text. The first is the hook in capital letters, 'Experience the Power of Chia' that entices the reader's curiosity. The hook statement appeals to the customer's intrigue to discover the benefits (or the powers) that are hidden within the chia seeds. These benefits are harnessed by Perricone MD, whose name is the second largest text on the advertisement, to provide more usefulness through an unspecified scientific process in order to produce the two advertised products. Directly above this text is the product picture which is strategically positioned to show the brand's name and the label of the Chia oil, which conveniently resembles that of a medical prescription.

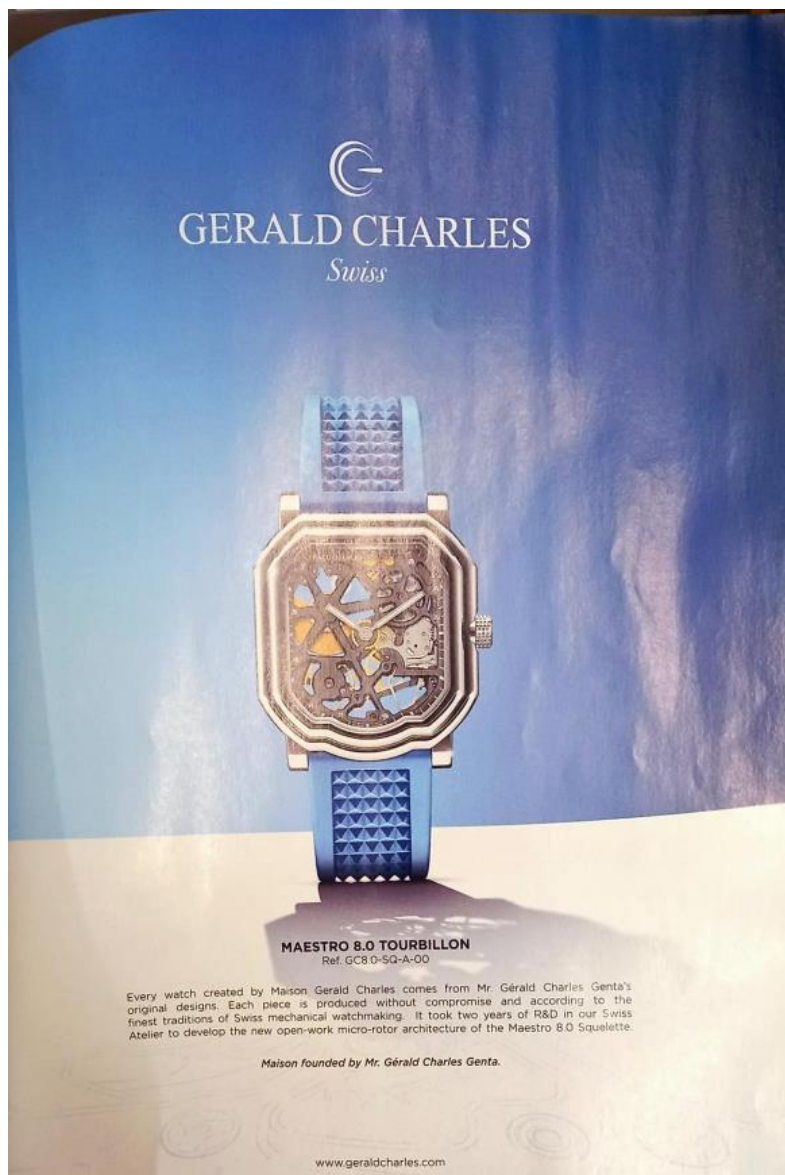
The products are placed flat lay style on a bed of chia seeds. At the top left corner of the advertisement is the company's logo, a mortar and pestle. To new customers, it may appear that the brand is conveying a meaning that it is a naturally based organic company that produces its products without chemical interference or other harmful ingredients. The overall stylistic appearance of the advertisement is one of luxury that is enhanced by the shimmer of the products and the colour palette of the display products. The colour scheme connects with the earthly, naturally sourced aesthetic that the brand is attempting to create for its target audience. This I think is strategically done to attract an audience that prefers naturally sourced products with limited chemical manipulation.

The use of the terminology 'Essential F_x Acyl-Glutathione' conveys that Perricone MD is an authority in its field and to solidify the interests of the target customer by using scientific terminologies. The copy is separated into two columns which provides descriptions for the two products that are being advertised by the brand. The brand uses repetition of the core formula in order to reaffirm its scientific prowess to the target audience and make them intrigue by the science which the brand purports to have. Though the text is small, it is written in small capital letters and directly positioned under the hook statement. This can be a bit misleading in my opinion because it can lead the potential customer to believe that the chemical compound is another name for the chia seeds.

The small print copy describes both products in a non-technical manner but subjectively as a means of giving a statement of fact. The language of the copy is persuasive and direct in that it states what the product does by manipulation of the fantasies of the target audience. In the first column of the advert, the copy blatantly assumes that dirt, debris, excess oil and makeup cause the skin to be less radiant, smooth and supple. The latter three words are used to create desires for a blemish free, germ free, and overall smooth skin. Interestingly, the copy suggests that the balm will 'dissolve' away the skin contaminants. The word choice appeals to the customers fantasies because it suggests that they do not need to worry about the aforementioned problems and that the product will make it disappear. The second column plays further on the fantasies of the target audience for wrinkle free, glowing and healthy complexion. Rather than directly stating that the production can remove the appearance of wrinkles, it plays with the desire for soft skin as in the first column by stating that the product can 'soften the appearance of wrinkles, creases and improve elasticity'. The language of the text and its description of the skin suggests that the product is for women of all races (noted by the use of the phrase 'of all complexions') and who are middle aged but desire younger looking skin. The Perricone MD advertisement plays with the desire for perfection as with the first advertisement. Below both copies are the statistics highlighted in bold for the results after the use of the product. While the percentages may seem extremely position, the finer print underneath suggests that the test group was rather small, only 99 and 108 women. In addition to this, the time frame for the result

is placed in fine print to take the customer's attention away from the length of time that it will take in order to achieve the results stipulated by the brand. The advert does not rely on any form on too many technological terminologies but places its emphasis on the brand name, which many people may assume to refer to a Medical Doctor. Additionally, the prescription style brand label gives off the impression of a scientifically backed product. Aside from that, the text gives no mention of the ingredients within the product. The mood of the advertisement is conditional as it gives the customer a bargain: an exclusively complimentary gift following their online purchase. The gift is listed in fine print, but not necessarily to draw the attention of the audience since they would have been hooked by the bargaining offer. Aside from the QR code at the bottom right corner of the page, no other information is provided on where the product can be purchased. Ideally, it appears that the brand wishes for the customer to look up their website online or that they are within the age range that are competent in using QR codes and online shopping.

Advertisement #3: Gerald Charles



The Gerald Charles Swiss Watch Advertisement is minimalistic in nature and modern. Pictured in the centre of the advert is the product on a backdrop that incorporates the colours of the watch. In bold letters is the brand's name Gerald Charles, followed by the location of the brand. The mention of the name Swiss conveys the meaning to the target audience of quality, advanced or specialty made products. The name is italicized as a means of brand recognition but also geographical association to the nature and quality of the products that are being produced by the country. In the copy of the text, the name of watch is listed with a reference number. Such details in the advertisement indicate that the watch is predominantly advertised to men who have an eye for quality, specifics and for model watches. In the copy of the text, the name of the brand and its founder, Mr Gerald Charles is repeated possibly as a means by which the legacy of the brand can be honoured and to appeal to the target audience that the quality of the watch has been maintained since its inception and throughout the preceding generations. The copy suggests that the watch was produced by someone who valued quality, creativity and originality. And who refused to succumb to inferiority in his production, selecting only the finest materials and following an age-old tradition produced a timeless watch that was not constrained to be manufactured in a specific time frame. The language of the text suggests that the creativity behind the watch is not only superior but that it required architectural designers who were committed to producing the masterpiece's open-work micro-rotor architecture. The copy ends with a reaffirmation of the founder thus reaffirming the legacy left by the founder. This advertisement is strategically market those who value style, quality, legacies and specific model products. While the price is not listed, it is evident that the watch is marketed for a selected segment of the product who would be willing to pay the cost affixed to the legacy of the watch. No other information is provided for where the watch can be purchased except for the website. The tone of the text is neutral, subjunctive and sophisticated.

PART TWO

Product of choice: **Activia Yogurt**

1. Direct Mode of Address

Conquer your gut.
Say no more to indigestion.

With Activia's range of delicious flavours that are proven to improve your gut health by 98%, you can boost your immune system with the probiotics that it needs! No more hassle, just one scoop at breakfast will have running into your day as the champion that you are. Activia is here to help you to reboot your vitality.

So why wait any longer?
Reclaim your power.
Give your body the boost it needs.

2. Indirect 'slice of life' advertisement

The scene opens in a hall and a group of parents are seated awaiting for a play to begin with their children. At the front of the stage is the principal who leans into a microphone about to speak but is interrupted by the sound of his tummy rumbling. Embarrassed the principal is rendered speechless and turns away to go to the toilet.

The camera zooms into two mothers seated together and their conversation follows as such:

Mom 1 turns to Mom 2: 'He should have tried Activia'.

Mom 2: (nods in agreement)

Voiceover while the principal is seen running down the empty school hallways:

Don't let this be you. Try Activia today and regulate your gut health.

(Scene shows the principal being handed the products and thinks it is delicious) Activia. With added probiotics to help alleviate the symptoms of indigestion and ease bowel movements. Available in a wide range of flavours.

Do something your gut will thank you for.

(Scene closes as the principal returns to the stage confident and able to continue through the play).