

Ad Analysis Essay Example

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An Analysis Of Two Print Based Advertisement

5 pages | 1085 words

Advertising means announcing something publicly to sell or to publicize goods. It is found almost everywhere; in magazines, on television, on billboards, at the cinema even on public transport. There are advertisements of all kinds; for makeup, foods, cars, charities and even holidays. The purpose of an advertisement is to make a product or brand well known and to make the public want to go out and buy the good. Adverts affect our everyday lives in more ways than one as we see them everywhere and are very influenced by them; the very fact that companies spend millions of pounds a year on them is very proof in itself that adverts work. The two adverts I have chosen to analyse are based on health and beauty. The first advert is for the brand 'herbal essences' and is for shampoo and conditioner, the second is advertising 'Dream Matte Mouse' foundation and is for the brand 'Maybelline'. My first impressions of both adverts were positive, the advert for shampoo and conditioner is very attractive as it uses bright colors, appealing images and it uses senses of smell and touch. My second advert (for Dream Matte Mouse foundation) is more appealing by the use of language and the layout of the advert.

Read about the beauty advertisements in magazines

I think the target audience for both adverts would be women aged 17-30 years because both adverts seem young and fresh yet still mature as they use attractive images and appealing language. The first advert for 'Herbal Essences' doesn't use as much language as the second advert for 'Maybelline', however, the language it does use is metaphoric and quite exotic for example the main quote it uses is, 'Tonight, unbottle your wildest fantasies'. This language is metaphoric as it describes the bottles of shampoo and conditioner as 'Your wildest fantasies', it is also very attractive as the word fantasies mean, imagination unrestricted by reality, so basically, anything could happen all because of a bottle of shampoo and conditioner. The language used in the second advert is quite different because it contains facts in a very formal style such as, 'Air-whipped formula', which is very scientific language. There are also a lot of appealing words such as, 'Pure Matte Perfection', which creates the image of flawless, perfect skin. In the first advert the phrase used, 'Tonight, unbottle your wildest fantasies', is a phrase that you could imagine the model to use. The slogan used in the second advert is, 'Maybe she's born with it, maybe it's Maybelline', and this slogan is very recognisable. The slogan uses repetition by saying, 'Maybe she's born with it maybe it's Maybelline', this makes the slogan catchier as it uses the brand's name it makes it recognisable. In the first advert the brand name is 'Herbal Essences', which means plants which are used in medicine and the most important feature of an object, so the brand name could be metaphoric to give someone identity or flavour by using 'Herbal Essences' shampoo and conditioner. The language techniques used in the first advert...

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AD ANALYSIS ESSAY EXAMPLE CAN SERVE AS AN INVALUABLE TOOL FOR UNDERSTANDING NOT JUST THE ADVERTISEMENT ITSELF, BUT ALSO THE BROADER CULTURAL AND SOCIAL CONTEXTS IN WHICH IT EXISTS. AN AD ANALYSIS ESSAY DISSECTS THE VARIOUS ELEMENTS OF AN ADVERTISEMENT, EXAMINING ITS VISUAL AND TEXTUAL COMPONENTS, AND EVALUATING ITS EFFECTIVENESS IN CONVEYING THE INTENDED MESSAGE. THIS TYPE OF ANALYSIS IS PARTICULARLY USEFUL FOR STUDENTS, MARKETERS, COMMUNICATORS, AND ANYONE INTERESTED IN THE MECHANICS OF PERSUASIVE COMMUNICATION. IN THIS ARTICLE, WE WILL EXPLORE THE COMPONENTS OF AN AD ANALYSIS ESSAY, PROVIDE A DETAILED EXAMPLE, AND DISCUSS TIPS FOR CRAFTING A COMPELLING ANALYSIS.

THE IMPORTANCE OF AD ANALYSIS

AD ANALYSIS IS CRUCIAL FOR SEVERAL REASONS:

- **UNDERSTANDING PERSUASION:** ANALYZING ADS HELPS UNCOVER THE STRATEGIES USED TO PERSUADE AUDIENCES.
- **CULTURAL INSIGHT:** ADVERTISEMENTS REFLECT SOCIETAL VALUES AND TRENDS, PROVIDING INSIGHT INTO THE CULTURE OF THE TIME.

- **CRITICAL THINKING SKILLS:** WRITING AN AD ANALYSIS ESSAY SHARPENS CRITICAL THINKING AND ANALYTICAL ABILITIES.
- **MARKETING KNOWLEDGE:** FOR MARKETERS, UNDERSTANDING WHAT MAKES AN AD EFFECTIVE CAN IMPROVE FUTURE CAMPAIGNS.

COMPONENTS OF AN AD ANALYSIS ESSAY

WHEN WRITING AN AD ANALYSIS ESSAY, SEVERAL KEY COMPONENTS SHOULD BE INCLUDED:

1. INTRODUCTION

THE INTRODUCTION SETS THE STAGE FOR YOUR ANALYSIS. IT SHOULD INCLUDE:

- BRIEF BACKGROUND INFORMATION ABOUT THE ADVERTISEMENT
- THE PRODUCT OR SERVICE BEING ADVERTISED
- THE MAIN MESSAGE OR THEME OF THE AD
- A THESIS STATEMENT THAT OUTLINES THE FOCUS OF YOUR ANALYSIS

2. DESCRIPTION OF THE ADVERTISEMENT

IN THIS SECTION, PROVIDE A DETAILED DESCRIPTION OF THE AD. INCLUDE:

- VISUAL ELEMENTS (IMAGES, COLORS, LAYOUT)
- TEXTUAL ELEMENTS (SLOGANS, BODY COPY)
- ANY RELEVANT CONTEXT (WHERE THE AD WAS PUBLISHED, TARGET AUDIENCE)

3. ANALYSIS OF TECHNIQUES

HERE, BREAK DOWN THE VARIOUS TECHNIQUES USED IN THE AD:

- PERSUASIVE STRATEGIES: DISCUSS HOW THE AD EMPLOYS ETHOS, PATHOS, AND LOGOS.
- VISUAL RHETORIC: ANALYZE HOW COLORS, IMAGES, AND LAYOUT CONTRIBUTE TO THE AD'S MESSAGE.
- CULTURAL REFERENCES: CONSIDER HOW THE AD CONNECTS WITH CURRENT EVENTS, TRENDS, OR CULTURAL ICONS.

4. EFFECTIVENESS OF THE ADVERTISEMENT

EVALUATE HOW EFFECTIVE THE ADVERTISEMENT IS IN ACHIEVING ITS GOALS. CONSIDER:

- AUDIENCE ENGAGEMENT: DOES THE AD CAPTURE ATTENTION?
- MESSAGE CLARITY: IS THE MAIN MESSAGE EASY TO UNDERSTAND?
- EMOTIONAL APPEAL: DOES IT EVOKE AN EMOTIONAL RESPONSE?

5. CONCLUSION

SUMMARIZE YOUR FINDINGS AND RESTATE THE SIGNIFICANCE OF THE AD ANALYSIS. YOU MIGHT ALSO SUGGEST AREAS FOR

FURTHER RESEARCH OR REFLECTION.

Ad Analysis Essay Example

Let's take a closer look at an ad analysis example to illustrate how these components come together.

Ad Overview

For this example, we will analyze a well-known advertisement for Nike's "Just Do It" campaign featuring an athlete overcoming personal challenges.

Introduction

The advertisement opens with a montage of a young female athlete training rigorously in various locations, from a dimly lit gym to a crowded city street. Nike, a global leader in athletic wear, aims to motivate and inspire viewers to pursue their fitness goals through its iconic slogan, "Just Do It." This essay will analyze the visual and textual elements of the ad, the persuasive techniques employed, and the overall effectiveness of its message.

Description of the Advertisement

The ad begins with a close-up shot of the athlete's determined face, sweat glistening as she pushes herself to the limit. The background music is an uplifting anthem, adding to the emotional weight of the visuals. Key elements include:

- Visuals: The ad uses contrasting lighting to symbolize the struggles and triumphs of the athlete.
- Text: The slogan "Just Do It" appears at key moments, reinforcing the message of perseverance.
- Context: This ad was aired during major sports events, targeting fitness enthusiasts and aspiring athletes.

Analysis of Techniques

Nike employs several persuasive strategies in this advertisement:

- Ethos: By featuring a relatable athlete, Nike enhances its credibility. Viewers see someone who has faced obstacles, making the brand appear more authentic.
- Pathos: The ad evokes emotions of determination and resilience, appealing to the audience's aspirations.
- Visual Rhetoric: The use of dynamic camera angles and fast-paced editing creates a sense of urgency, motivating viewers to take action.

Culturally, the ad taps into the growing trend of female empowerment in sports, aligning Nike with progressive values.

Effectiveness of the Advertisement

The effectiveness of the advertisement can be assessed through several lenses:

- AUDIENCE ENGAGEMENT: THE AD SUCCESSFULLY CAPTURES ATTENTION WITH ITS STRIKING VISUALS AND RELATABLE PROTAGONIST.
- MESSAGE CLARITY: THE CORE MESSAGE, ENCOURAGING VIEWERS TO PURSUE THEIR GOALS, IS CLEAR AND IMPACTFUL.
- EMOTIONAL APPEAL: THE COMBINATION OF VISUALS AND MUSIC RESONATES EMOTIONALLY, LIKELY INSPIRING VIEWERS TO ENGAGE WITH THE BRAND.

CONCLUSION

IN CONCLUSION, THIS AD EXEMPLIFIES THE POWER OF EFFECTIVE ADVERTISING THROUGH ITS USE OF PERSUASIVE TECHNIQUES, RELATABLE IMAGERY, AND CULTURAL RELEVANCE. ANALYZING SUCH ADVERTISEMENTS NOT ONLY ENHANCES OUR UNDERSTANDING OF MARKETING STRATEGIES BUT ALSO OFFERS INSIGHT INTO SOCIETAL VALUES AND ASPIRATIONS. THE NIKE “JUST DO IT” CAMPAIGN SERVES AS A COMPELLING REMINDER OF THE POTENTIAL OF ADVERTISING TO MOTIVATE AND INSPIRE.

TIPS FOR WRITING AN EFFECTIVE AD ANALYSIS ESSAY

TO WRITE A COMPELLING AD ANALYSIS ESSAY, CONSIDER THE FOLLOWING TIPS:

- **BE SPECIFIC:** USE CONCRETE EXAMPLES FROM THE AD TO SUPPORT YOUR POINTS.
- **RESEARCH CONTEXT:** UNDERSTAND THE CULTURAL AND HISTORICAL CONTEXT OF THE AD.
- **USE CLEAR LANGUAGE:** AVOID JARGON AND ENSURE YOUR WRITING IS ACCESSIBLE.
- **EDIT AND REVISE:** REVIEW YOUR ESSAY FOR CLARITY, COHERENCE, AND GRAMMATICAL ACCURACY.

BY FOLLOWING THESE GUIDELINES, YOU CAN CRAFT AN INSIGHTFUL AD ANALYSIS ESSAY THAT EFFECTIVELY COMMUNICATES YOUR UNDERSTANDING OF ADVERTISING TECHNIQUES AND THEIR IMPACT ON AUDIENCES.

FREQUENTLY ASKED QUESTIONS

WHAT IS AN AD ANALYSIS ESSAY?

AN AD ANALYSIS ESSAY IS A WRITTEN EXAMINATION OF AN ADVERTISEMENT THAT EVALUATES ITS EFFECTIVENESS, TECHNIQUES, AND THE MESSAGES IT CONVEYS TO ITS AUDIENCE.

WHAT ARE THE KEY COMPONENTS TO INCLUDE IN AN AD ANALYSIS ESSAY?

KEY COMPONENTS INCLUDE THE ADVERTISEMENT’S TARGET AUDIENCE, PERSUASIVE TECHNIQUES USED, VISUAL AND TEXTUAL ELEMENTS, CULTURAL CONTEXT, AND THE OVERALL EFFECTIVENESS OF THE AD.

HOW CAN I CHOOSE AN ADVERTISEMENT FOR MY ANALYSIS ESSAY?

CHOOSE AN ADVERTISEMENT THAT IS RICH IN CONTENT, RELEVANT TO CURRENT TRENDS OR ISSUES, AND HAS A CLEAR MESSAGE OR UNIQUE DESIGN THAT CAN PROVIDE AMPLE MATERIAL FOR DISCUSSION.

WHAT TECHNIQUES SHOULD I LOOK FOR WHEN ANALYZING AN ADVERTISEMENT?

LOOK FOR TECHNIQUES SUCH AS EMOTIONAL APPEAL, HUMOR, CELEBRITY ENDORSEMENTS, COLOR PSYCHOLOGY, AND THE USE OF SLOGANS OR TAGLINES.

How do I structure my ad analysis essay?

Start with an introduction that presents the ad and its context, followed by body paragraphs analyzing specific elements, and conclude with a summary of your findings and their implications.

Can I use personal opinions in my ad analysis essay?

While personal opinions can be included, they should be supported by evidence from the ad and relevant research to maintain an objective and analytical tone.

What is the importance of context in an ad analysis essay?

Context is important as it helps to understand the cultural, social, and economic factors that influence the advertisement's creation and reception among its target audience.

Where can I find examples of ad analysis essays?

Examples of ad analysis essays can be found in academic writing resources, online educational platforms, or by searching for essay databases that focus on advertising or media studies.

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