

Advert Analysis: This girl can



The woman depicted in this advertisement is an everyday woman, she can represent all women in general. There isn't anything particularly out of the ordinary about her. The image of her is not constructed, her appearance is not enhanced. She is not stick-thin. This supports the message of the campaign that any ordinary woman can achieve their goals.

She is wearing a turquoise vest top and contrasting patterned leggings. The fact that she is wearing sportswear contradicts the stereotype that women should not take part in this kind of activity as it creates the impression of a masculine leisure interest. The connotations of turquoise are that it is similar to blue which has connotations of calm as it is commonly associated with the sea. This could be a reflection of her calm and carefree attitude – she doesn't feel restricted in any way. The colourful leggings show her carefree side adding a sense of spontaneity. The location being a gym

which is a lively, fast moving environment.

Her pose suggests she is not conforming to a woman's perceived regimental life style. For example women have numerous roles such as having a job to financially support the family she cares for and to keep her home clean, she appears in control of her life and the rules she lives by. Her arms are raised while exercising, however from this we can infer that she is celebrating the fact that she doesn't feel controlled. The woman in the advertisement is not posing as though she is a model, it appears to be a candid photo – this implies that she is not hung up on looking perfect or appearing idealised. The pose in the background appears to be similar to the woman in the advertisement giving the impression that she's not alone and a large number of people are supporting each other as well as the campaign.

The fact that she is not looking at the camera suggests she is turning away from the rules and stereotype forced upon her by society. Her pose is not constructed, it is a natural pose suggesting she is not hung up about looking perfect. The fact that her mouth is open gives the impression she is not afraid to speak her mind. This subverts the stereotype that women should not have a view point. The fact that her eyes are closed suggests she is concentrating on herself and is not worrying or comparing herself to anyone.

The woman would be considered as a hero. This is because she is the main focus of the advertisement and she appears to be promoting a positive message to viewers. The fact that she is taking up the entirety of the image suggests that she is of great importance, and this could also metaphorically imply that she has a large amount of potential – breaking the boundaries that were forced upon her.

The hashtag in the top corner is effective for the viewer as it would enable them to be able to become involved in the advertisement as hashtags can be used on a variety of social media platforms. It encourages other people to share their stories about breaking stereotypes or boundaries enforced in

society. The logos of the groups that fund the campaign are also at the top. Sport England, which creates awareness of their similar campaigns. This gives viewers opportunities to research the organisation that funds the campaign. The Lottery logo is also shown, meaning that it also funds the This Girl Can campaign – which would in turn encourage people to do the lottery.

The effect of the text in the advertisement is that it demonstrates that although she appears to have an unattractive appearance, evident in the line “sweating like a pig” as she is being described as a pig which has connotations of being unclean and uncivilised. Also pigs are a source of prey for many other animals which gives the impression that the woman appears as though she could be dominated by others. The phrase could also bring to mind masculinity to the viewer as it would not typically be considered ladylike. However this is contradicted through the line “feeling like a fox” as it creates the idea that she has a large amount of inner strength due to the fact that a fox is considered to be a predator, reinforcing the fact that she is in control and doesn’t feel reliant or dependent on others, illustrating the independent side of her personality. The phrase “feeling like a fox” could also be used to describe someone who’s attractive, creating the idea that although she is not idealised she still feels attractive in herself, and comfortable in her own skin.

The large logo could be considered ironic as it is presented in a box and the whole advertisement is based around pushing the boundaries and subverting the stereotypes that we enforce. The simplicity of it could reinforce the message that the advertisement is aimed at ordinary people. The simplistic style could mirror the fact that she has not been constructed and so the logo reinforces the idea that construction doesn’t need to take place for something to be effective. The logo is at the centre which immediately draws the viewer’s attention.

The persuasive techniques that are used are anti-bandwagon appeal because usually on the front of advertisements people are represented in their most attractive form. However, in this case this is not the main focus. Another persuasive technique is repetition as there is a repetition of “-ing like a”. The fact that comparisons are used will help viewers to remember the message of the campaign. “This Girl Can” is also considered persuasive as it is direct to the viewer. It’s not specific so it doesn’t rule anyone out, it’s very diverse. The name of the campaign is also an incomplete sentence which gives the viewer the opportunity to finish it with their own personal goals.

The target audience for this ad is around the age of mid-twenties because the woman in the advert appears to be of this age. The social class that this ad would appeal to would be from B-D because the woman in the advert doesn’t appear to be upper class, and because the language is not overly complicated but still requires the ability to infer the message. The advert targets these particular classes as they are less inclined to take part in exercise and the advert is used as a form of encouragement. In terms of psychographics I feel that the advert appeals to single women as the age that it appeals to is more likely to be single. Also, it appeals who are independent and believe in feminism – because the overall message of the ad is that women have the ability to achieve the same goals as men. Also the woman is the main focus of the advert, however she is accompanied by other women, giving the impression that women can support each other and work together. Finally, it would appeal to women that live in an urban area because living in this type of area will enable them to have more access to exercise and sport activities.