

Reflection on Advert

Design & Target Audience

I decided to create an advert for Rimmel concealer. My target audience for this product is teenage girls and young women from the ages of 15 to 25, particularly females of colour – one of the main reasons I feel that my advert appeals to this target audience is through my message which was to promote a variety of shades for all different skin colours and encourage diversity within the industry.

In terms of my image I created a mosaic effect which was a visual to deliver my message. I took dozens of pictures of different people with all different skin tones which again promoted diversity. I chose to use the colour of orange throughout my advert as I feel it adds uplifting connotations giving the impression that if they wear it they will feel uplifted and empowered. I used the colour orange for the slogan "...for every shade of beauty" as it gives the impression that there are no limits to the product and suggests that it could make everybody uplifted.

The main slogan "Conceal Your Secrets" directly matches the image as through the mosaic effect the original model's face is being concealed, and her pose directly links to the word "secret" as she is hushing the viewer. This gives her power, which links to one of the main themes of my advert being empowerment. This message is effective as my target audience is of a quite easily-influenced age and the purpose of the advert is to encourage them to feel comfortable in their own skin. I ensured that I included all the conventions of an advert such as the product and the company logo to ensure that my advert looked professional.

Persuasive Techniques

One persuasive technique that I will be using in my advertisement is associated user imagery as I created a mosaic style face made up of dozens of different faces that are all a variety of skin tones. This was effective as it meant that my audience will be able to relate or identify with at least one of the faces shown in the advert, making them have an instant connection with the advert.

I also used the technique of symbolism as the use of several faces will symbolise that beauty is available to everyone regardless of skin tone, again promoting diversity.

I also used the bandwagon appeal as this racial issue is already something that people are aware of and as a producer I wanted to encourage to play an active role and try and change the lack of diversity.

Another technique I used was beautiful people, as I used an attractive person to promote the product. This will encourage to purchase the product as they may want to achieve this look.

Anchorage text as I had a slogan which linked to the message of my product – it makes the meaning of the advert clearer for the audience. My anchorage text directly links to the main themes of empowerment and diversity.

Placement

My advert will be placed on billboards at train stations, on the side of buses, and at shopping centres. This is because my target audience are likely to travel on public transport due to their age, and shopping centres are a common leisure activity for females of this age group. Having my advert in shopping centres is also highly convenient as people are more likely to purchase the product while they are at the shopping centre, which is a way of promoting impulse purchases.

My adverts will also be placed on social media as this is a common platform used by my target audience. The social media that I have chosen to advertise on Instagram and Snapchat as these appear to be the most popular ones used by my

target audience. I will also have an interactive advert with a QR barcode which will be placed on Pride Magazine's website.