

Comenius Project “The Consumer Society and Youth in Europe”  
School year 2009-2010

Analysis of the press publicity on FOOD

GRID

1. Name of the product advertised	C.....
2. Type of the product advertised	ice cream
3. Target group	
4. Used colours	brown ,beige
5. Approximate percentage of text	20%
6. Approximate percentage of images	80%
7. Are the images realistic?	Yes, they are
8. Are the images related to the target group? Explain it.	No.
9. Are the images related to the text? Explain it.	Yes, because in a picture you can see some coffee beans and in the text it is explained that the ice cream is made of real espresso.
10. Which aspects of the product are emphasized?	The goodness of the ice cream made of real coffee
11. Are there idiomatic expressions and/or any plays on words?	Yes.
12. If yes, write them out in your own words.	Only good products can be so generous.
13. Which needs is the product supposed to satisfy?	The need to eat something sweet, creamy and with a real taste of coffee.
14. Which emotions does the advert provoke in you?	Hunger
15. Have you ever tried the product advertised?	Yes.