

Comenius project “The Consumer Society and Youth in Europe”

School year 2010-2011

Analysis of advertisements for articles other than food in magazines, newspapers, or the Internet

GRID

1. Name the source	Corriere Sette (supplement)
2. Name of product advertised	Moretti Compact
3. Type of product advertised	Bedroom furniture (made of 100% recycled wood)
4. Target group	families
5. Colours used	Green, pink, white, orange
6. In your opinion, what do the colours intend to express?	The colour green is used to remind us that the respect for nature is important.
7. Approximate percentage of text	30%
8. Approximate percentage of images	70%
9. Are the images realistic?	Yes, the picture shows a children’s real bedroom.
10. Do the images address to the target group?	Yes, the advertisement addresses to families with children.
11. Are the images related to the text? Explain!	Yes the imagine shows a bedroom made of a 100% recycled wood.
12. Which aspects of the product are emphasized through the text and the images?	That the wood is 100% recycled and that also the other materials such as the paints are eco-friendly.
13. Are there any references to ecology in the text? Explain!	Yes, the text explains that parents when choosing the bedroom furniture for their children should care about what kind of materials are used.
14. Are there any references to ecology in the images? Explain!	No, there aren’t.
15. What needs is the product supposed to satisfy?	The need for a comfortable room and at the same time for respecting nature.
16. Which emotions does the advert provoke in you?	It makes us think that choosing products like this one would be a good way to respect nature.
17. Have you ever tried the product advertised?	No, we haven’t.
18. Would you like to buy this product? Why?	Yes, because it respects the environment.