

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 of the source	Corriere Sette (supplement)
2. Name of product advertised	Ink Evolution
3. Type of product advertised	A new system to recharge ink jet cartridge
4. Target group	People who use ink jet cartridges for printers
5. Colours used	Green, black, orange and grey
6. In your opinion, what do the colours intend to express?	The colour green refers to the fact that these cartridges are refilled and re-used and so they are eco-friendly
7. Approximate percentage of text	50%
8. Approximate percentage of images	50%
9. Are the images realistic?	Yes, they are.
10. Do the images address to the target group?	No, they don't.
11. Are the images related to the text? Explain!	Yes , they are. They are only photos of the product.
12. Which aspects of the product are emphasized through the text and the images?	The text emphasizes how innovative this system is, giving details about how the company is involved in this new technology which is also environmentally friendly.
13. Are there any references to ecology in the text? Explain!	Yes, the text explains that these cartridges can be recycled.
14. Are there any references to ecology in the images? Explain!	Yes, there is a green plant.
15. What needs is the product supposed to satisfy?	The need to recharge ink jet cartridges quickly and at same time to respect the environment.
16. Which emotions does the advert provoke in you?	None
17. Have you ever tried the product advertised?	No, we haven't.
18. Would you like to buy this product? Why?	Yes, we would like to buy it because it is important to re-use when it is possible.