

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	Edison Luce e Gas
3. Type of product advertised	A contract with electric energy and gas utility
4. Target group	People who want to spend less money in energy bills
5. Colours used	Mainly green
6. In your opinion, what do the colours intend to express?	That this company has an alternative way to produce electric energy and moreover it is also cheap.
7. Approximate percentage of text	70%
8. Approximate percentage of images	30%
9. Are the images realistic?	Yes, they show real people.
10. Do the images address to the target group?	Yes, they are.
11. Are the images related to the text? Explain!	Yes, because they show what the text explains
12. Which aspects of the product are emphasized through the text and the images?	The low price offered by this company.
13. Are there any references to ecology in the text? Explain!	Yes, the text says that this company owns a lot of eco-friendly power plants.
14. Are there any references to ecology in the images? Explain!	No, there aren't.
15. What needs is the product supposed to satisfy?	To give information about this utility.
16. Which emotions does the advert provoke in you?	None.
17. Have you ever tried the product advertised?	No, I haven't.
18. Would you like to buy this product? Why?	Yes, because it is cheaper than other companies.