

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	San Benedetto
3. Type of product advertised	Mineral water
4. Target group	Everybody, in particular people who care about the environment
5. Colours used	Green, light blue, white, gray
6. In your opinion, what do the colours intend to express?	Purity of the water
7. Approximate percentage of text	30%
8. Approximate percentage of images	70%
9. Are the images realistic?	Yes, they are
10. Do the images address to the target group?	Yes, the big heart and the swallow made of water and the big tree in the background of a green meadow are addressed to people who want to do something for our planet.
11. Are the images related to the text? Explain!	Yes, they are. Particularly the heart refers to the initiative taken by San Benedetto (explained in the text) to finance a project aimed at reducing CO2 emission.
12. Which aspects of the product are emphasized through the text and the images?	The quality of the product itself is not particularly emphasized but the the way the plastic bottles are produced since San Benedetto is an energy saving company.
13. Are there any references to ecology in the text? Explain!	Yes, the text is quite long and it explains in details what this project is about ( use of alternative sources of energy in the production of plastic bottles, recycling bottles, supporting projects to save the planet in developing countries).
14. Are there any references to ecology in the images? Explain!	Yes, there are, the picture makes us think of a clean unpolluted place.
15. What needs is the product supposed to satisfy?	The need of thirst but above all the need to produce goods respecting the environment.
16. Which emotions does the advert provoke in you?	Calm, tranquillity, relief, peace
17. Have you ever tried the product advertised?	Yes, we have
18. Would you like to buy this product? Why?	////