

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	Mineral water Coop
3. Type of product advertised	water
4. Target group	Everyone who drinks water
5. Colours used	Different shades of colours from white to light blue
6. In your opinion, what do the colours intend to express?	The colour of water and above all its cleanness
7. Approximate percentage of text	20%
8. Approximate percentage of images	80%
9. Are the images realistic?	Some of them are , some others aren't.
10. Do the images address to the target group?	Yes, they do.
11. Are the images related to the text? Explain!	Yes, because they represent the long travel water undergoes before being consumed
12. Which aspects of the product are emphasized through the text and the images?	The text wants to show that it is possible to save transport charges and so to pollute less if we buy mineral water whose spring is near where we live.
13. Are there any references to ecology in the text? Explain!	Yes, I have explained above.
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 not only for thirst but also for being environmentally friendly when we buy a bottle of water
16. Which emotions does the advert provoke in you?	None
17. Have you ever tried the product advertised?	Yes, almost every day.
18. Would you like to buy this product? Why?	//