

Comenius Project “The Consumer Society and Youth in Europe”  
School year 2009-2010

Analysis of the press publicity on BODY CULT

GRID

1. Name of the product advertised	“L...”
2. Type of the product advertised	A device used to lose fats
3. Target group	Adults
4. Used colours	
5. Approximate percentage of text	15%
6. Approximate percentage of images	85%
7. Are the images realistic?	Yes, because they refer to a real situation (SPA).
8. Are the images related to the target group? Explain it.	Yes, because the girl seems to feel healthy and light after the treatment.
9. Are the images related to the text? Explain it.	Yes, they are, because they explain what will happen using the product.
10. Which aspects of the product are emphasized?	Feeling well with your body.
11. Are there idiomatic expressions and/or any plays on words?	No, there aren't.
12. If yes, write them out in your own words.	-----
13. Which needs is the product supposed to satisfy?	The need of beauty.
14. Which emotions does the advert provoke in you?	None.
15. Have you ever tried the product advertised?	No.