

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	S...
2. Type of the product advertised	Foot care cream
3. Target group	All people
4. Used colours	Blue-white
5. Approximate percentage of text	60%
6. Approximate percentage of images	40%
7. Are the images realistic?	No, because there are only a lot of feet and you cannot see any legs.
8. Are the images related to the target group? Explain it.	Yes, you can see lots of feet.
9. Are the images related to the text? Explain it.	Yes, because the image shows healthy feet.
10. Which aspects of the product are emphasized?	The healthy condition of the feet.
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 for finding a solution to problems like excessive perspiration and dryness.
14. Which emotions does the advert provoke in you?	None.
15. Have you ever tried the product advertised?	No, we haven't tried the product advertised.