

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	“A...”
2. Type of the product advertised	Night face cream
3. Target group	Old women/ women with wrinkles
4. Used colours	Green, yellow, brown and white
5. Approximate percentage of text	50%
6. Approximate percentage of images	50%
7. Are the images realistic?	Yes, they are.
8. Are the images related to the target group? Explain it.	No, they aren't.
9. Are the images related to the text? Explain it.	Yes, because the cream is made of mushroom shitake.
10. Which aspects of the product are emphasized?	The skin care; anti-age effects (fewer wrinkles/cell regeneration)
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?	To reduce the effects of age and to look younger.
14. Which emotions does the advert provoke in you?	None.
15. Have you ever tried the product advertised?	No, I haven't.