

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	D... .
2. Type of the product advertised	Skin care
3. Target group	Adults
4. Used colours	Light blue, white, pink, yellow, black, blue
5. Approximate percentage of text	50%
6. Approximate percentage of images	50%
7. Are the images realistic?	Yes, there is a woman/ a young researcher using a microscope.
8. Are the images related to the target group? Explain it.	The images are more related to the product than to the target group.
9. Are the images related to the text? Explain it.	Yes, because the pictures show in a better way what is written in the text.
10. Which aspects of the product are emphasized?	The research and the technology are emphasized. There are 2 pages of the same ad. The first one shows the project and the second one the professional centres in Italy where you can find the advertised product.
11. Are there idiomatic expressions and/or any plays on words?	No, there aren't. The text only explains the aim of the research.
12. If yes, write them out in your own words.	-----
13. Which needs is the product supposed to satisfy?	The regeneration of the skin is the main need; the need for finding skin creams made in high technology labs.
14. Which emotions does the advert provoke in you?	It makes me feel older than I am now.
15. Have you ever tried the product advertised?	No! We hope we won't need to use it.