

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

Analysis of the press publicity on FOOD

GRID

1. Name of the product advertised	Fiori
2. Type of the product advertised	Crackers
3. Target group	Everyone
4. Used colours	Mainly green
5. Approximate percentage of text	20%
6. Approximate percentage of images	80%
7. Are the images realistic?	Yes an no. The women are realistic but the flowers aren't.
8. Are the images related to the target group? Explain it.	No. There's nothing that explains or shows whether the imagines are related to the target group.
9. Are the images related to the text? Explain it.	Yes, the text says: water flowers Mulino Bianco. The image shows 4 flowers made of crackers which float on the water.
10. Which aspects of the product are emphasized?	The lightness of the product. You can understand that because the crackers are so light and low in fat that they can float on the water.
11. Are there idiomatic expressions and/or any plays on words?	No.
12. If yes, write them out in your own words.	//
13. Which needs is the product supposed to satisfy?	You can eat something without worrying of eating too much.
14. Which emotions does the advert provoke in you?	Lightness. It makes me feel comfortable with myself and relaxed.
15. Have you ever tried the product advertised?	No, I haven't.