

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	F.....
2. Type of the product advertised	soft drink
3. Target group	fsmilies
4. Used colours	orange, red, green, blue, white, yellow
5. Approximate percentage of text	11%
6. Approximate percentage of images	89%
7. Are the images realistic?	yes, they are.
8. Are the images related to the target group? Explain it.	No.
9. Are the images related to the text? Explain it.	Yes, the image shows three oranges as it is explained in the text below.
10. Which aspects of the product are emphasized?	It is emphasized the fact that the drink is made of real oranges.
11. Are there idiomatic expressions and/or any plays on words?	Yes.
12. If yes, write them out in your own words.	It is written “As you never see it” meaning that only in this advertisement you can see what is Fanta made of.
13. Which needs is the product supposed to satisfy?	Thirst but only the wish to know what we drink is made of.
14. Which emotions does the advert provoke in you?	Happiness and thirst
15. Have you ever tried the product advertised?	Yes I have tried it.