Milk

*It features a young man playing basketball. In this ad he is about to dunk. The scene takes place on a basketball pitch. The boy looks healthy and happy to play basketball.*

*The product which is advertised is milk. There is no special brand of milk, indeed this ad has been created by an association called “Milk Life”.*

*The teenager is surrounded by milk which is winding around him.*

*The milk follows the shape of his movements. The colours are shiny and simple.*

*Actually, this ad is praising the advantages of milk, which contains a lot of proteins.*

*The goal is to make us believe that 8 grams of protein can change everything when people* do

*sports.*

*It targets teenagers because they represent a huge market. The advertiser’s goal is to alert them / to make them aware of the benefits of milk. More people will feel concerned, since this advertising campaign / health awareness campaign is meant to urge young people to drink milk. The advertisers want to make parents and teenagers aware of the importance of drinking milk to be strong and healthy.*

*The text insists on the fact that milk is good for your health, strengthens your bones, gives you*

*energy, vitality, stamina, helps you fight. Milk can help you to do demanding sports.*

*The photo is a low angle shot. This angle was taken to make the action look more beautiful and impressive. It conveys the impression that the boy and the milk are united.*

*It gives the impression that the player is jumping very high. The sky is his limit. It underlines his strength, dynamism and energy.*

*The glass at the bottom is also quite striking. It looks as if it is bursting with energy.*

**See how dynamic the movement is!**

**The speaker**

**What a clever poster! How clever this poster is!**

a.*The poster at the bottom of the page advertises a speaker and targets teenagers(who play in*

*a band.)*

b. and c. *This ad is quite unusual. A male singer in his twenties or thirties is holding a mike*

*and singing away. He is standing in the limelight. He looks like a punk star who is giving a*

*concert in front of a huge crowd. He is holding the mike tight to make himself heard.*

*The catchphrase suggests that the sound is fabulous, as if we were quite close to the singer. That’s why the mike is in fact a member of the audience.*

*The photo is a close up shot. This angle was taken to make the viewer feel the power of the sound. It conveys the impression that the singer is doing his best to be heard.*

Conclude : Which advert is more effective ?

*To my mind, the milk ad is more effective than the one for the speaker. The boy is anonymous*

*which helps the viewer (to) identify with him. The player is an average boy, an ordinary player.This ad defends the advantages of a natural product and a healthy product too.*