

## *Teacher Resource Bank*

### **GCSE Media Studies**

#### **Unit 2: Understanding the Media**

#### **Assignment 2: Advertising and Marketing Exemplar Folder 1**

version 1.0



## ***Unit 2: Understanding the Media***

### **Assignment 2 – Cross-Media Study**

**Topic:** Advertising and Marketing

#### **Analytical Task**

Compare two advertisements for the same product across two media platforms.

#### **Research and Planning Task**

Design task – create a campaign for a new product. Produce a mock-up design for an advertisement and devise a storyboard for a television advertisement for the same product.

#### **Explanation**

You will need to explain the choices you have made ensuring you refer to representation and institutions.

## Comparison of two adverts across two media platforms

The two adverts that I am going to compare are for the fragrance 'Be Delicious' by DKNY. There are seventy DKNY stores worldwide. The brand's beauty collection was derived in 1992 and since then DKNY has released a line of successful body care products and fragrances.

My first impression of both adverts was very positive. The vivid colour scheme and representation was used imaginatively and effectively, it created the feel of sensuality and intimacy hence the attractive couple in the foreground.

The print advert was found in a woman's fashion & lifestyle magazine 'Glamour.' The institution behind it is Conde Nast Publications Inc. Most of the adverts in 'Glamour' are fragrance, makeup and body care cosmetics. Products advertised are mainly associated with stereotypical female's interests. 'Glamour' is targeted at females aged 18 – 49 because of the sections divided in age groups (i.e. fashion tips), a range of articles about different lifestyles and letters from the readers. This suggests that the product is suitable for a wide variety of age groups, depending on their style and taste.

The TV advert for the same product is played during the daytime and evening. I watched it during the adverts of 'Emmerdale'. This is the time when more people are at home and are likely to relax before a TV screen. The main audience for soap operas are female, and even though the fragrance is for both genders, the advert is targeted at women because, stereotypically they are more interested in beauty products than men. The women might influence their partners and buy the fragrance for both of them.

The wide range in target audience for soap operas on TV reflects the variety of age groups that the perfumes are aimed at; however teenagers to women in late 30 are the main target audience. DKNY is shown as a symbol of quality and sophistication and this will influence people especially fond of this brand.

The adverts portray the balance between passion and nature through the couple in the central image, reflecting our needs for belonging and relationship. The couple shows the target audience are women because of the provocative way the female looks straight at the camera therefore she is the focal point.

The adverts are a modern take on the story of Adam and Eve which is suggested by the apple as the main object. This is shown by the lighting and focus in the print and an extreme close up in the broadcast one. The apple represents the forbidden fruit which connotes sensuality and attraction. Furthermore, it is already bitten to suggest that the fragrance is the reason of woman's allure. Also, in the TV advert it's clearly shown that the man takes notice of the woman after she bites the fruit he gave her. The connotation of an apple is fresh, invigorating – suggesting the scent of the perfume which is appealing to the opposite sex and makes you feel great.

'Be Delicious' advert represents the woman in a quite stereotypical way, depicting her seductiveness when she looks straight at the audience in a dominant and confident way. However in the TV advert she looks more provocative to appeal to the male audience that is more likely to see the advert on TV rather than in a women's magazine. The man looks at the woman adoringly which emphasizes her charisma and magnetism. Therefore she is a role model and suggests how the right fragrance impacts on our self-esteem and confidence which is one of the most significant human needs.

The colours in the magazine advert are vibrant and bright. The orange tint connotes nature, peace and optimism. It represents the natural, light scent of 'Be Delicious'. On the contrary the TV advert consists of quite dull colours with exception of the red and green apples to concentrate our attention on these objects. The female is wearing a rich, red dress setting her apart from the rest of the people.

The bottles of the perfume are in the shape of an apple and relate to the theme of a forbidden fruit. On the mirror half of the bottles we see buildings associated with New York that relate to the brand's name. This image is the same for both adverts. The institution is being represented in the shape of the bottles because New York is commonly referred to as the 'Big Apple'.

In the copy of both media texts, 'Be Delicious' is a metaphor referring to being fresh, seductive and perhaps sweet like an apple. It's a direct mode of address and the font has to be kept the same in any form of an advert in order to make it more recognizable.

The two adverts are very similar and convey the same messages and ideologies. However the broadcast advert seems more developed and engaging with relaxing music, a variety of camerawork and interesting transitions. It also has a storyline and shows how the couple becomes acquainted, so the print advert seems more like a continuation of this narrative. Therefore I think the TV advert is a better way of introducing 'Be Delicious' to people. The audience will understand it easily, and see the themes portrayed in there. Personally, I would buy the product being advertised because of the effect it has on the female in the advert as well as it being a compelling, fresh fragrance.

893 words








PRETTY IN PUNK






Riot

the new fragrance by

SCORE CLOTHING



Shot No. 1		Type of Shot ELS	Dialogue - Sound - Camera Movement Extremely long shot of San Francisco landscape, with all the lights from the buildings creating a halo, as well as big visible moon to create an atmosphere of mystery. Camera slightly zooms in. There is no music, but some diegetic sounds can be heard - passing cars and faint waves of the ocean. Everything is kept in very dark colours.	Timing 2 sec.
Edit	DISSOLVE			
Shot No. 2a		Type of Shot MS	Dialogue - Sound - Camera Movement Immediately, the scene cuts into an image of the girl sitting at the back of the car, however the face is not visible. Diegetic sound of a car engine is gradually replaced with music background. It's a rock song, with very slow, relaxing beginning to build up atmosphere. The camera booms (moves up) until we see the girl's face, in slightly different position looking out through the car window.	Timing 2 sec.
Edit	CUT			
Shot No. 2b		Type of Shot MCU	Dialogue - Sound - Camera Movement We see the girl looking through the window, looking tired and dreamy. The main focus is on her so camera crabs to follow her face every time. The sound continue (same as in shot 2a).	Timing 3 sec.
Edit	FADE OUT			
Shot No. 3		Type of Shot CU	Dialogue - Sound - Camera Movement Close up of girl's legs, showing her walking down the corridor, giving a perspective. The camera would track in (dolly) as she walks, the angle is looking up. There is a faint sound of heels clicking when she walks as well as increasing in tempo music, fixed to her pace. Her red heels contrast the dark room and black carpet.	Timing 3 sec.
Edit	CUT			
Shot No. 4a		Type of Shot MLS	Dialogue - Sound - Camera Movement Scene cuts into an image of door to the hotel room. Colours are relevant to product's colours' scheme. Place is very dim, except the red lights. The shot is focused on door number 7468 - the number you would get if you type RIOT (perfumes' name) into phone. The camera crabs, moves to right to show the girl's perspective as she is walking through the corridor. Music gets a bit faster and diegetic sounds completely fade.	Timing 2 sec.
Edit	CUT			

Shot No. 4b		Type of Shot MLS	Dialogue - Sound - Camera Movement A flash of the girl opening the door to the hotel room. It's very short and quick shot. Camera tracks her and zooms in. There is the diegetic sound of opening doors over the music background.	Timing 1 sec.
Edit	CUT			
Shot No. 5		Type of Shot LS	Dialogue - Sound - Camera Movement The still image of an inside of the room looks quite different because of the calming elements - plants, blue walls. The diegetic sound fades away and is replaced with much louder, but sensual song from the beginning that gradually grows faster.	Timing 2 sec.
Edit	CUT			
Shot No. 6a		Type of Shot MS	Dialogue - Sound - Camera Movement The girl crashes on the bed with shiny black, satin sheets. The camera pans and zooms in. The music in the background is very sensual and awaiting.	Timing 2 sec.
Edit	CUT			
Shot No. 6b		Type of Shot MS	Dialogue - Sound - Camera Movement Camera pans and music gets faster. The shot is taken from above. It moves sideways while zooming so that "RIOT" perfume that the girl is holding in her hand is revealed. This is the focal point. The image zooms in for the close up of an eye and dissolves.	Timing 3 sec.
Edit	DISSOLVE - ZOOM IN			
Shot No. 7		Type of Shot ECU	Dialogue - Sound - Camera Movement An extreme close up of an eye, so that image in the iris is visible indicating it's a dream or memory. The camera constantly zooms in until it dissolves. Music gets louder and faster as the camera zooms in.	Timing 4 sec.
Edit	DISSOLVE			

Shot No. 8		Type of Shot MLS	Dialogue - Sound - Camera Movement The image from the iris, is the girl standing alone with her guitar in the spotlight. The music is slower and anticipatory, "waiting to hit." The camera pans, showing the girl from a variety of angles.	Timing 4sec
Edit	Cut			
Shot No. 9		Type of Shot CU	Dialogue - Sound - Camera Movement Camera tracks in to a close up on her face, showing her confidence and attitude. She is also wearing a tiara to represent that she's a role model and "punk princess". The sound continues off shot 8 but for a half a second, it goes mute.	Timing 2sec
Edit	Cut			
Shot No. 10		Type of Shot CU	Dialogue - Sound - Camera Movement A very quick flash of amplifiers and speakers with a blurred background. The music blasts out-loud, fast and live.	Timing 1sec
Edit	Cut			
Shot No. 11		Type of Shot CU	Dialogue - Sound - Camera Movement A quick close up of a guitar and loud, fast music to accompany this. In the background a FX sound of fireworks, is audible.	Timing 1sec
Edit	Cut			
Shot No. 12		Type of Shot MLS	Dialogue - Sound - Camera Movement Camera is constantly tracking the girl on the concert, where audience is rocking out and other members of the band are visible. Colours are very vivid and sharp. Music seems to be the song played by the band in the adverts and the screams from the audience can be heard.	Timing 4sec
Edit	Cut			

It's also the still from the print advert, looking up.  
angle

Shot No. 13		Type of Shot ELS	Dialogue - Sound - Camera Movement After the show, we hear diegetic sound of audience's applause and booms on their faces. The spotlight and focus is on the girl.	Timing 2sec
Edit	Cut			
Shot No. 14		Type of Shot MS	Dialogue - Sound - Camera Movement The scene cuts into the moment when she is picking away her guitar. She bends down, and the tiara falls off her head so it's followed by the camera. The diegetic sounds, such as walking and conversations (incident) can be heard and song from the beginning comes back on.	Timing 3sec
Edit	Cut			
Shot No. 15		Type of Shot CU	Dialogue - Sound - Camera Movement The camera movement is a boom to follow the close up of the tiara as it's falling down. The music continues from scene 14 and stays the same for the rest of the advert.	Timing 2sec
Edit	Cut			
Shot No. 16a		Type of Shot MCU	Dialogue - Sound - Camera Movement Camera zooms out as the tiara falls on the guitar, that is in fact the perfume advertised. It is accompanied by a loud "twang" to show that it landed on its destined place.	Timing 2sec
Edit	DISSOLVE			
Shot No. 16b		Type of Shot MS	Dialogue - Sound - Camera Movement The final shot, including product, slogan, name of the product and institution. The voice over (woman, deep voice) reads what's on the screen in silver font in capitals. "RIOT - PUNK the New fragrance by HeartCore"	Timing 3sec
Edit	FADE AWAY			

## **My Campaign for RIOT, the new fragrance from Core Clothing**

Magazine advert shows an attractive sexy woman playing the guitar in a rock band. Tattoos, short skirt, fishnet tights, make up - all make her look rebellious. She isn't just a sex symbol, she's a strong independent woman, in a band, playing the guitar (which mostly is a male role). Girls will identify with her or aspire to be like her and they will be the ones buying the fragrance. Boys will also be attracted by her. She gives a different image to most fragrance adverts and should attract a different audience of more rebellious young women. The ad will be in Kerrang & NME which appeal to the TA.

TV advert also represents the girl as strong/independent. No men are seen. She could be a role model to the TA. The advert will seem like a music video which will hook the audience. Usually people channel surf when adverts come on but this will keep them interested.

I would show the TV ad on Music channels and D-MAX. There aren't many programmes on mainstream TV aimed at my audience so I would use cinema advertising. My TA would probably go to see Horror films so I would advertise there.

To achieve synergy I would broaden the campaign using the internet (you tube, virals) and radio (Kerrang, NME, Xfm). I wouldn't use newspaper or billboard adverts as they wouldn't reach my TA as effectively.

234 words



## **Principal Moderator's Commentary**

### **Analyse and Respond (AO2, 20 marks)**

Some awareness of Institutions through placement of adverts and references to the companies DKNY, Conde Naste Publications Inc. This is evident in the explanation too where placement of ads is discussed and there is a desire to achieve synergy. There's also a very astute understanding of how the different platforms operate in the discussion of how the TV advert is more alluring to men than the magazine advert. Some sense of brand.

This could perhaps be developed by giving more consideration to the role of an advertising agency, the regulations imposed on advertisers or perhaps the financing of a campaign for such a global brand.

Media terms are used confidently and this informs a convincing discussion of representation and even ideology. Again, the explanation reinforces this with a clear sense of representation and audience appeal.

A mark at the top of level 6 is appropriate.

### **Research, Planning and Presentation (AO3, 10 marks)**

The student clearly has artistic flair and has demonstrated real creativity. The poster and TV advert clearly complement each other. The storyboard is convincing. The explanation of each shot uses media language extensively. The explanation strengthens the response in its identification of a target audience and how this will appeal to them.

## **Summary**

	<b>Assessment criteria</b>	<b>Maximum mark</b>	<b>Mark awarded</b>
<b>Assignment 2</b>	<b>A02</b> Analyse and respond	20	<b>20</b>
	<b>A03</b> Research, planning and presentation	10	<b>10</b>
	<b>Total</b>	30	<b>30</b>