Principal Moderator's Comments

B324 Brief 3 Print Advertising Campaign (for lipstick – Liplicious)

Overall mark 91/120

Research & Planning 23/30 – Level 3

There is evidence of comparative research, and a clear awareness of target audience – although there is no actual audience research presented. The planning is clear about the use of relevant codes & conventions, and seems to be organised logically. The rejection of a found image is wise, leaving the way clear for greater candidate creativity, and thereby demonstration of achievement.

Production 44/60 – Level 3

This is an example of group work on a campaign. There are three advertisements which all appear to be for a magazine. The candidate was responsible for one of them. There is no evidence of production work in a billboard aspect ratio (typically W40xH20 for candidates). There is evidence of decision making and some acquisition of IT skills using relevant software. The brief is imaginatively realised in a genre typical way.

The assessment appears appropriate, considering the aspect ratio restriction, but also recognising the candidate's other achievements. More evidence of process and drafting would make the marking secure, and perhaps even raise it.

Evaluation 23/60 – Level 3

There is a clear explanation of the technical aspects of the production, and only brief comments about the role within the group. There are a number of comments about audience, but no actual evidence of audience feedback. Other comments make clear the use of conventions in order to meet a brief.

The teacher comments on the mark sheet are of vital importance for a moderator to understand the contribution made by the candidate, as well as giving an insight into time management.

B324 Research & Planning

1. My brief was to create an advertising campaign of a product from my choice. The advert that I have decided to advertise is a lipstick advert, because a major part of a lady's life is lipstick. Also, I decided to choose lipstick as it seemed attractive and many adverts advertise lipsticks.

2. I was interested in my particular product, because I think that many people are interested in lipsticks and because lipsticks are a main aspect of women's lives. Also, my product is aimed at a target audience of teenagers to older women. My lipstick colour was red, because it stands out on a woman's face and makes them look more attractive. Also, I decided to choose the colour red, because it varies as younger teenagers to older women wear red lipstick and because red lipstick can be worn in every occasion. I also think that a lipstick is the most attractive product that a woman can buy.

3. The research I did into similar advertising campaigns for my product was I looked for adverts on magazines that suited my target audience and gave me an idea of how to do an advert about lipstick. I did various researches on some adverts, and realised that the most recurring advert aimed at women was lipstick. Also, I looked thoroughly at different adverts and annotated them, making sure I achieved these goals in my advert and making sure that I had the right codes and conventions that I needed in my advert. Furthermore, the research I did has helped me to produce an advert that fits the codes and conventions of a lipstick and gave me an idea of how to produce an advert that fits my target audience and that would attract audience.

The size of no.1 makes audience think that this is the best lipstick and the number one in the world

Slogan – shows how the lipstick is incomparable and cannot be missed. Also, makes the audience feel as though this lipstick is not like any other.

The packaging is advertised to show how it looks like.

Logo – shows how important it is and shows that the lipstick is important and the brand name shows that it is used by famous people

Model is Beyonce (singer) – shows how important the kipstick is and that celebrities wear this lipstick; makes it look good.

The dark background makes the model stand out and makes the audience feel as though the lipstick will make them stand out in a crowd.

The colour of her dress is the same as the colour of her lipstick, shows that the lipstick makes you stand out. Also, the colour red connotes that it makes women sexy and attractive.

The image of celebrities (David & Victoria Beckham) show that the perfume is made for important people

The two perfumes suggests that they are targeted for both male and female audiences, this shows that both perfumes attract the opposite sex and creates an intimate relationship between them

The colour black connotes night and emphasises the product name. The colour here is also the recurring theme of the advert.

The two models being close together suggests that the perfume creates a close relationship and attracts the opposite sex.

The perfumes show the packaging and how the perfume looks like

The brand name connotes the attractiveness of the perfume and the word 'intimately' connotes the privacy of the perfume

4. **Codes and conventions for my product that I discovered were:**
- Using an attractive model and making sure that she/he fits my product and target audience.
- Using a logo that would show that the advert is professional.
- Using a slogan that makes audience want to buy the product.
- Different shot styles that suit the genre of the product.
- Having a unique style to the advert that makes it stand out.
- Making sure that the packaging is included in the advert and that the audience get an idea of how it looks like.
- Having a colour scheme that stand out in the advert.
- Having a background that suits the product name.
- Using a product name that attracts audience.

The ones I used for my product were:
- I have used an attractive model for my advert that fits my target audience.
- I have used a logo: 'Y.H.M' that represents my advert and makes it look more professional.
- I have used a slogan: 'Kiss your thin lips goodbye' that stands out and makes the audience want to but the product as they think that it will make their lips look bigger.
- My shot style was a close up on my model's face to make her lips stand out.
- I added a rip to my advert to make it look unique and stylish.
- I added my lipstick on to my advert, so that the audience know how it will look like.
- I added a recurring theme of the colour red (model's hair, eyes and lips) to emphasise the lipstick's colour and make it stand out.
- My background was the word 'Liplicious' – the product name – recurred and fading, to make the audience feel as though the product will make their lips look attractive.
- I used a product name 'Liplicious' to make it sound as though my lipstick will make the audience's lips richer and add that it will put emphasis on their lips.

Planning Process

Name: **Maryam 11N**

Key Deadlines / Dates	
Type of Product Decided 7th Jan	We decided to do a lipstick advert, as it meets our codes and conventions
Target Audience 7th Jan	Teenagers / women — because lipstick applies to females
Name of product 14th Jan	LIPLICIOUS — sounds nice and tasty; shows that the main product is the lips
Initial Ideas 14th Jan	We were going to do a lip gloss, but then decided on lipstick.
Backgrounds 21st Jan	We thought we should make the background as the name of the product because it will be effective and unique
Logo 21st Jan	We knew it was going to be effective and that it was going to be the key that would attract people. or 'YHM'
Packaging 28th Jan	Red lipstick. We chose this particular lipstick, because the packaging was red, and our advert's main theme was the colour RED.
Original Images 28th	We took a picture by ourselves of a girl in our year group.
Final Advertisement Deadline 11th Feb	I think that the final advert looks good, as we added our background and included all what we had to include, making our advert look good
My role in the group	Organise the background and the writing. The background 'Liplicious' was recurred and faded I had to make it look as though it has been faded.
Initial thoughts on adverts	Adverts are supposed to be appealing and attract attention. Also, the colours are important in an advert, because this is what grabs the viewer's attention and makes them think about buying the product. Therefore, my advert should be attractive.

I liked this image of my model, because the lips stick out and the colour of the lips match with the colour of her hair, making them looks attractive. Also, this looks like an original lipstick advert.

I made the image looks as if it has been ripped out by adding a drop shadow effect.

I added in my lipstick and made a background 'Liplicious' to go with the product name. I made my i's in Liplicious look red to emphasise my lipstick colour. I did multiple layers for my background and then made them look as if they are gradually fading out. I also added a drop shadow to my lipstick, making it look more realistic.

I added a slogan on the top of my model and added the company name on the bottom. Also, I added a drop shadow to both of them to make them stand out; this makes my advert looks professional.

The hair is red and therefore emphasises the lipstick and makes it stand out.

The rip in my advert makes it look as if it is directed at teenagers and makes it look stylish.

The glow added to the slogan makes it stand out. The slogan is to make people think that my lipstick will make their lips bigger and will make their lips look attractive.
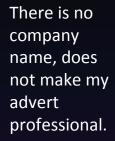
The background is fading, to make it look professional and make the audience feel as though the lipstick will fade if they don't buy it quick.

The close up on the model's face emphasises her lips and make them stand out; making the audience feel as though this lipstick will make their lips stand out.

The packaging displays an image of how the lipstick will look like.

The glow on the company name emphasises it and makes it stand out. Also, this makes it stand out in the audience's mind and makes them remember it and buy from it as they enter shops.

The colour red here is the recurring theme of the advert, and makes it stand out, just like the Beckham advert.

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Kiss your thin lips goodbye

Appendix

This was my old image, but I discarded it, because my teacher told me that I would lose marks because it wasn't an original image and that I have to take the image of the model myself. Also, me and my group had to have the same image, and therefore, we changed it to an image of a model that we took ourselves.

There is no company name, does not make my advert professional.

My slogan looked plain and therefore I decided to change the font and add a glow to it.

Kiss Your Thin Lips Goodbye

There is no recurring theme here, and therefore this advert does not stand out.

Also, my background looked plain, and therefore I had to add an effect to it to gain more marks.

A strength that I had was that the colour of my lipstick was the same colour of the model's lips, emphasising it and making it stand out against the model's white skin.

I changed my lipstick packaging and made it look red to emphasise the colour of my new advert, as its theme is red.

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kiss your thin lips goodbye

Practical Project - Evaluation

The aim of my production is to produce an advertising campaign for a product of my choice. I also need to include 2 magazine adverts and one billboard advert. The product that I have advertised is a lipstick; the codes and conventions I have included are: using an attractive model and making sure that she/he fits my product and target audience, using a logo that would show that the advert is professional, using a slogan that makes audience want to buy the product, different shot styles that suit the genre of the product, having a unique style to the advert that makes it stand out, making sure that the packaging is included in the advert and that the audience get an idea of how it looks like, having a colour scheme that stand out in the advert, having a background that suits the product name and using a product name that attracts audience.

I have worked in a group with _____. I think that the magazines that would most likely feature my advert are beauty magazines, women magazines and maybe lifestyle magazines. I think that the people who would buy my product and my target audience would be teenagers and women (aged 14-35).

I have looked at other adverts for similar products like lifestyle magazines, adverts and newspaper adverts. These adverts looked attractive, and their codes and conventions were similar to codes and conventions of lipsticks. One of the adverts that I have looked at is: http://www.visit4info.com/advert/LOral-Color-Riche-Star-Secrets-Lipstick-LOreal-Colour-Cosmetics-Make-up-Range/41443 this website inspired me, because it gave me an idea of what I must include in my product and how I must make it look like.

Whilst planning our product, me and my group sketched out how the lipstick would look like and also came up with a name and slogan for our product. Also, we decided to make our product's name as a recurring, fading background in the advert, as this would make it look attractive. Then, we got feedback of our sketches from our teachers and peers and worked on the feedback. After that, we worked on our sketch on Photoshop and improved it.

I was helped on the use of Adobe Photoshop by my teacher and I learnt how to cut out models using tools and create a fading background. Also, I learnt how to make an image / writing glow and make it stand out.

I think that what I did well within my group was the background, as I was responsible for organising that background and make it look as if it was fading. My background was the word 'Liplicious' recurred and looking as if it was fading. Also, I was responsible for the

writing in my group, and had to make the writing look fancy, suitable for my product and stand out.

We used a 5.0 mega pixel digital camera to take an image of our model. We also used Adobe Photoshop and included magic wand, image resize, layering technique, glowing effects, and fading effects.

There were aspects of Photoshop that I found difficult to use, I overcame this by getting help from my teacher, and this improved my skills. The problem that I encountered with my advert was that we didn't have an original image of a model at the beginning; we changed this by producing an original image of girl in our class and including it in out advert.

I chose my model, the key image, because the colour of her hair was the same as the colour of the lipstick (red), this showed that it was a recurring theme in my advert and made it stand out. Also, my image of my model was an extreme close up with my model sticking out here lips, to make her lips look bigger and emphasise the colour of it. My colour choice link to my product name, because the colour red is attractive and the name 'Liplicious' make it seem nice.

The font links to my product name, because it is red, like my lipstick colour and emphasises the attractiveness of it. Also, my packaging reflects my target audience, because my product is aimed at females (14-35) and the colour red is used by both teenagers and older women. In addition, my advert would attract my target audience, because it gives connotations of a sort of rebellious image as it looks as if the model's face has been ripped out, this attracts teenagers, because the lipstick seems somehow rebellious, and also attracts older women, because it makes them feel young and rebellious.

My advert looks like a lipstick advert, because I included the codes and conventions used for lipstick adverts. Also, The close up on the model's face emphasises her lips and make them stand out; making the audience feel as though this lipstick will make their lips stand out. Furthermore, the glow on the company's name and slogan make it stand out and attracts the audience. The background is fading, to make it look professional and make the audience feel as though the lipstick will fade if they don't buy it quick.

My advert looks like a lipstick advert, because it shares he codes and conventions of a lipstick advert, where it uses a model, slogan, company name, packaging and product name. A weakness that I found in my advert was that the model's pose and the rip in the advert looked rebellious, in contrast with the product name and slogan's font and the lipstick packaging where it looked nice and seemed as though it belonged from a nicer advert, with no rebellious theme. Members of my class thought that my advert was good, as it looks like it is a lipstick advert and that it was aimed at rebellious teenagers.

 In conclusion, I would improve the font and packaging next time and make them look more rebellious. Also, I think that my group worked well together as we divided the work and

each worked on a different aspect of the advert. From this project; I learnt the codes and conventions of a lipstick and what an advert would roughly look like and what it needs to include.