



Task 2 Exemplar

Advertisements are an effective form of promotion for products as they target specific audiences in order to persuade them to buy a product by using a range of visual and language strategies. I have analysed an advertisement for Veet Easy Wax, from an edition of Dolly Magazine, in order to explore the range different techniques employed successfully in the ad. The audience targeted by the advertisement is teenage girls who are the readership of Dolly and who view smooth hairless skin as essential for looking glamorous. The Veet Easy Wax advertisement uses a clever visual image, a bold headline and convincing text to successfully attract the target audience of teenage girls.

The advertisement displays a prominent image of eight women holding two signs, one with a picture of the product itself and the other showing the headline. The image dominates the page. The positioning of the sign held by the women, blocks their clothing and attention is drawn to their smooth, shiny legs on show. The appeal of a group of young, happy, smiling women with a range of different looks, influences customers to relate to them and thus makes them feel like the product is just for them as it is clearly favoured by the widely different, but attractive girls in the image. The picture also suggests to customers that if they buy and use this product that they will be beautiful, happy and able to show off their smooth legs like these girls. The simple pink and white background is quite light allowing the women to stand out, but is bright enough to make the page stand out. The colours also help to tie the whole advertisement together as they are the colours of the product itself and are used on the signs and for text,

The advert for Veet EasyWax uses the bandwagon technique of making readers wanting to fit in with their peers. It has a bold headline on the main sign the girls are holding that reads “8 out of 10 women would definitely use it again,” which targets females and encourages them to read on further out of curiosity, to discover more about the product. This claim encourages customers to try the product as they feel like they can trust the value of the product if it has been tested on women and a high percentage are happy with the results. It also persuades customers by making them think that if lots of women are now using this product that they should also. The headline is able to stand out and capture attention because it is in amongst the main image, which draws attention but is not crowded by the picture as it has a plain background on the sign. The headline is sure to be read first before other text as it is bold, large, and clear, which will draw the reader’s eye before anything else.

Additionally to the main image of young women with smooth legs on the advert for Veet EasyWax which is very effective, there are also other techniques that contribute to the power of the advert. Below the picture is text that promotes a new skin refill for the product, for sensitive skin, which shows the product is catering to a wide audience and ensures that women with sensitive skin are not left out. The pink text is easy to read on a white background and using capital letters when suggesting people try the ‘NEW’ sensitive skin refills creates excitement and draws attention to a new element of the product. The brand logo is quite large in the bottom corner and shows the slogan “what beauty feels like” making it clear that this brand specialises in beauty products and further supports that their product will make you feel beautiful. Also at the bottom of the page a picture of the packaging and a web address is given, making it easy for people to find in store and providing the web address gives the product more validity and appeals to people looking to discover more about the product.

The advertisement for Veet EasyWax uses a variety of techniques to promote the product and to persuade customers to buy. There is a large image to draw attention and create interest with Veet appealing to women by showing them the smooth shiny legs they could potentially have, with a pink themed colour scheme that is attractive to a teenage female audience. Veet deploys a bold headline that grab the reader’s attention and persuasive text claiming that most women would use their product again. Veet also uses smaller slogans and text in their advert to further endorse their product and convince their target audience that the product will benefit them.