

What's in an advertisement?

Answers

LINKS TO:

Stage 2, Module 8

Learning Object 2: What's in an advertisement?

Exercise 1

1.1 Describe the four elements of the advertisement and how they appeal to the target audience.

Sample answers:

Gambar:

This advertisement used many pictures that feature beautiful, natural environments. These pictures encourage viewers to associate the cleanliness and purity of nature with the product being advertised.

Kata-kata:

This advertisement has not used any words except for the brand name, which appears at the end. Maybe we should add a good slogan to make the product stand out and be remembered by the audience.

Suara:

The sound used in this advertisement was gentle and calming. I think this is intended to appeal to the female target audience.

Warna:

The refreshing colours used in the advertisement link to the feeling of freshness that the product claims it will bring to the audience.

1.2 If you were to add a slogan to the deodorant advertisement, which one of the following would you choose?

I would choose the last alternative, *Harum Wangi. Wangi alamiah*, which means, 'Harum Wangi. Natural fragrance.'

The reason for my choice is that this slogan captures the essence of a naturally fresh fragrance depicted in the images used in this advertisement.

1.3 To make this advertisement more appealing to its Indonesian audience, what other elements would you add or improve?

Sample answer:

To make this advertisement more appealing to audiences in Indonesia, I would seek a beautiful female celebrity to endorse the product. She would wear little or no make-up, and a full-length, simple white dress. And she would walk through a natural, cool forest setting. The only dialogue would be the celebrity saying the slogan at the end of the advertisement.

1.4 Describe the four elements of the advertisement and how they appeal to the target audience.

Sample answers:

Gambar:

The picture in this advertisement is a burger, which is the product being promoted. Because this advertisement mainly targets young people, I think it's good that the images are big and bright.

Kata-kata:

This advertisement uses several adjectives to describe the characteristics of the burger, such as *empuk*, *lezat* and *segar*. These build-up to the slogan at the end, *Berikanlah lidah Anda kenikmatan rasa* (Give your taste buds a treat), which sounds enticing and makes you want to try the product.

Suara:

The loud, booming voice reading the text focuses our attention on the message of the advertisement. As the intended audience is younger people, I feel that the 'in your face' bombardment of image and sound is effective.

Warna:

The background colours and patterns in this advertisement encourage you to focus on the central picture and message in each frame. The final frame, with the red background, is very effective in showing up the hamburger in the foreground. Red is also said to stimulate hunger, and is often used in food advertising.

1.5 If you were to use real people in this advertisement, what kind of actor or actress would you choose? Why?

Sample answer:

If I used real people in this advertisement I would probably use fit, healthy teenage boys and girls in school uniform, who stop off to have a hamburger at Hamburger Pak Gendut on their way home from school. Using fit, healthy teenagers in the advertisement would back up the message that Pak Gendut's hamburgers are made from healthy ingredients.

Exercise 2:

Sample answers:

2.1 List three slogans you like from Australian TV.

- Can't beat that taste.
- Share moments. Share life.
- I'm lovin' it.

2.2 Why do you like these slogans? What are some of their characteristics?

I like these three slogans because they are catchy. I remembered them the first time I heard them and they have stayed in my mind.

The first slogan is easy to say and remember. It suggests that the food it is advertising is the best food of all, because it can't be beaten.

The second slogan connects to its audience with the message that taking photos is not only about capturing images, but also about sharing them. The word 'sharing' is used both in its traditional sense and to highlight the product's file-sharing technology. The slogan uses emotive language to connect the sharing of images (digitally, and in the more common sense of sharing the things we own as an act of generosity or friendship) with the larger emotional connections between people with whom we 'share'.

The third slogan is simple, concise and catchy. It uses slang pronunciation and punctuation (leaving the 'g' off loving), to associate a casual, friendly tone with the product. Unlike the other slogans, it is in the first person, suggesting it is individuals (reinforced in the visuals for this advertising campaign) who endorse the product. Most of the individuals in the advertising campaign are 'ordinary' people: families, young people, business people, and so on, enjoying a casual, dining experience.

Exercise 3

3.1 What do the Indonesian advertisements mean? What do you think of them? Point out the most prominent characteristic of each slogan.

Sample answers:

3.1.1 This slogan means 'Instant relief'. It is simple and direct, and matches the function of the product. I was able to access quite a number of advertisements for this product online, and observed that humour played a large part in getting the message across. People were shown with headaches or severe cold and flu symptoms in various comical situations. After taking Paramex tablets they were instantly cured of their ailments and their situation improved.

3.1.2 This slogan means 'Nature's goodness. Life's goodness.' This slogan emphasises the health benefits of drinking Aqua, the market-leader in bottled mineral water in Indonesia. In Indonesia, no one is able to drink water straight from the tap because it is untreated and must be boiled before being consumed. Because the tap water is impure, many bottled water advertisers emphasise the purity of their product, and suggest it has health benefits.

3.1.3 This slogan, meaning 'It's cool my way!', deliberately uses the slang language of Jakarta youth culture. It suggests that this Indonesian instant noodle cup is 'cool': that is, fashionable or trendy. The use of first person and the phrase 'my way' also emphasises the idea that the consumer is making their own choices about what to eat and, by implication, about their life in general.

3.2 Choose an Indonesian product to research.

3.2.1 Identify the product and briefly summarise the message of the various advertisements for this product.

Sample answer:

The Indonesian product I have selected is Aqua bottled mineral water. The advertisements for this product focus on its natural purity and mineral content, things that are vital for the health and well-being of families (especially children). As the product sets out to appeal to a wide range of people, it also has a wide range of slogans, some of them, surprisingly, in English. Here is the range of slogans that I discovered in my online research:

- *Kebaikan alam. Kebaikan hidup.*
Natural goodness. The goodness of life.
- *Kebaikan alam di setiap tetesnya.*
Natural goodness in every drop.
- *Bukan asal murni. Ini murninya!*
Not just pure. This is real purity!
- *It's in me!*
It's in me!

3.2.2 Write a description of the four main elements used in one of the advertisements for the product you have chosen.

For the purpose of the following exercises I have focused on an Aqua advertisement that uses the 'It's in me!' slogan.

Sample answers:

Gambar:

The images used in this advertisement are of eight Indonesian celebrities, from various backgrounds, taking turns to build on the main message or theme.

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That is, that the power is within each individual ('It's in me!') to start living a healthy life, starting by drinking Aqua mineral water. The camera focuses in on each of the celebrities as they speak to camera while the background is a blur of fast-motion city life. I think that this is done to suggest that the celebrities have taken time to slow down and even turn away from the hustle and bustle. The inference is that they are calmer, happier and more able to be themselves than the anonymous blur of background people. They are listening to themselves. By the end of the advertisement, others seem to have understood the message, because when the celebrities are repeating the 'It's in me!' slogan towards the end of the advertisement, a number of people slow down and stand with them in a large crowd facing the camera. The final image is of an aqua background with the Aqua corporate logo on one side, a bottle of Aqua on the other side and the slogan 'It's in me!' in the middle between these two symbols. Below the slogan are the words:

Mulai hidup sehat dari sekarang.
Start living healthy from now.

Kata-kata:

The text of the advertisement is in Indonesian until the end when three of the celebrities repeat the 'It's in me!' slogan to reinforce the idea that the ability to choose a healthier life is within all of us. Before this, each of the celebrities reinforces the message that we need to take time out to make a change for the better, and start living a healthy life. All the celebrities want to take this step, realising that the decision is in their hands. In other words, 'It's in me!'

Suara:

We hear the voices of the celebrities each providing their contribution to the overall message with some soft, gentle piano music in the background that does not distract us from what the celebrities are saying. As the tempo of the message increases so does the volume of the piano music, which reaches its peak at the moment when the celebrities repeat the 'It's in me!' slogan three times. The music then fades away with the final graphic.

Warna:

The colours are the natural colours of Jakarta at various times of the day. The celebrities are more well-lit than the backgrounds, with subtle but saturated colour. They are each wearing solid blocks of simple, neutral colours, perhaps to suggest a plain, simple approach to life as opposed to the busy life of blurred colours going on in the background. The background images are blurred by the super-accelerated images of people and traffic. The colours are 'natural' but not as strong as the colours of the celebrities. The final graphic, of an aqua-coloured background depicting the Aqua logo, the slogan and a bottle of Aqua in a fine white cloud forms a strong comparison with the bustling scenes of city life in the rest of the advertisement, and associates Aqua with calm, tranquil simplicity.

3.2.3 How do these elements appeal to the target audience?

Life in Jakarta is fast-paced and hectic, particularly for upwardly mobile people. These are the target audience for this particular advertisement. By using celebrities, who have succeeded in a wide range of endeavours, the advertisement aims to strike a chord with this demographic. If celebrities can find time in their busy schedules to make the life-changing decision (which is in all of them) to drink Aqua, then so will the target audience.

3.2.4 What do they tell you about the product and the target audience?

They tell us that the target audience is people leading busy, perhaps stressed, lives in urban parts of Indonesia (as well as those who aspire to lead such lives). It is also designed to appeal to people who want to make their own decisions about life, based on what they think and feel — what's 'inside' them, rather than what's outside, or imposed. The advertisement actually tells me very few facts about the product. The visuals show me what the product looks like, and suggests that successful young people drink it. Because the people in the images look young, fit and healthy, there is a suggestion that the product is part of a healthy lifestyle.

3.2.5 Based on your knowledge of Indonesian advertising do you think these are effective ads?

I think that this is a particularly effective advertisement for its intended audience — successful and upwardly mobile young Indonesian adults. These people can identify with the message that living, working and succeeding in Jakarta can take its toll. The advertisement suggests that a simple decision to drink Aqua can change their experience. In a country where tap water can't be consumed without being boiled, and where there are many competitors in the bottled water market, an advertisement such as this, which gives celebrity endorsement to the market leader in the bottled water industry, would have mass appeal.

Exercise 4

Help Anna and Peter map out their advertisement, which must include culturally appropriate messages.

Sample answer:

Gambar:

The advertisement shows people eating noodles at various parts of the day.

The advertisement starts off with a long shot of a Bakmi Pak Agus's minivan. In it are his employees arriving to open up the store in the early hours of the morning, before people in Jakarta awake.

It then cuts to a series of close-up and medium shots of a family sitting down to breakfast with a variety of noodle dishes in takeaway containers. The rest of the family look surprised, but the mother is sitting there with an all-knowing smile, because she has used Pak Agus' 24-hour home delivery service to order this 'special' breakfast for her family.

We cut to a long shot of a scene outside a high school on a school day as students head to the food carts and stalls set up outside the school for lunch. The camera focuses on one lone boy who has broken off from a group of friends. They ask him if he is eating and, without looking back, he tells them with a smile on his face that he is going to eat takeaway noodles at Bakmi Pak Agus.

The final scene is shot in the evening. It starts with a long shot showing a family walking through the front entrance of Bakmi Pak Agus. The camera cuts to a medium shot inside the crowded restaurant where almost 100 people are seated enjoying their noodles. As the new customers enter the store, everyone stops eating and looks at them. Then, in unison, they all say *Mari Makan Bakmi Pak Agus* (Let's eat Pak Agus noodles). A sweeping shot shows everyone in the restaurant with wide, inviting smiles on their faces. As the shot fades a voice-over reads the slogan on the screen: *Kapan saja, di mana saja dengan siapa saja saatnya Bakmi Pak Agus.* ('Anytime, anywhere, with anyone is the right time for Pak Agus noodles.')

Noodles or *mie* are a popular food throughout Indonesia. Large noodle restaurants chains are commonplace in the larger cities on the main island of Java. The market leader, with numerous outlets throughout Jakarta, is Bakmi Gajah Mada, whose restaurants can cater for hundreds of diners at a time. The patrons include large family groups, businessmen, office workers and couples or individual diners. These establishments also offer takeaway and delivery services as alluded to in the advertisement. Therefore, the scenes of family groups and other large parties dining together would strike a chord with Indonesian viewers.