

LINKS TO:

Stage 2, Module 8

Work Sheet 3: Create an advertisement

Exercise 1

1.1 Highlight any words or phrases Anna used to persuade people to buy her opal pendant.

Answers:

- Selamat datang di situs **kecantikan asli Australia.**
- Apa kamu mau **berkilau** waktu berjalan?
- Apa kamu mau membeli **sepotong kecil dari Australia?**
- **Apa hidupmu membosankan?**
- Apa kamu mau **membuat hidupmu lebih menarik?**
- Kalau begitu, **kamu perlu opal.**
- **Gaya Australia** yang unik.
- Batu dengan **banyak warna.**
- **Warna-warna pelangi.**
- Batu yang **unik.**
- **Opal asli** dari Coober Pedy, Australia.
- Dengan **rantai emas juga.**
- **Setengah** dari harga asli.
- Dijual dalam **kotak perhiasan.**
- Buatlah teman-temanmu **iri.**

1.2 If you were to help Anna create this online advertisement for an opal pendant, which of these statements and questions would you include?

Answers:

- Apa kamu mau membuat hidupmu lebih menarik?
- Apa kamu mau berkilau waktu berjalan?
- Kalau begitu kamu perlu opal.
- Opal asli dari Coober Pedy, Australia.
- Dengan rantai emas juga.
- Buatlah teman-temanmu iri.

1.3 Why did you choose these statements and questions and not others?

Sample answer:

I selected these questions and statements in the order shown above because I feel they are the most appropriate for creating an effective advertisement. These statements focus on the individual and the product, and what the product will do for its wearer. Some of the other descriptive statements are excellent, but if we use too many the advertisement would sound like one for opals, rather than focusing on Anna's opal necklace and the benefits for its wearer.

1.4 To whom do you think that this advertisement would appeal?

Sample answer:

I feel that this advertisement would appeal to teenage girls. The two questions at the beginning of the advertisement focus on the desire to make their lives more interesting and to stand out from their peers. The next three lines explain how they can achieve these goals. That is, by wearing an opal, not just any opal, but an original opal from Coober Pedy on a gold necklace. By wearing this opal necklace they will be the envy of their friends.

1.5 How would this online advertisement change if it were broadcast on radio?

Answer:

If this advertisement were to be broadcast on radio, there would have to be a few changes. The questions and statements used, and their order, would be as follows:

- Apa kamu mau membuat hidupmu lebih menarik?
- Apa kamu mau berkilau waktu berjalan?
- Kalau begitu kamu perlu opal.
- Batu dengan banyak warna.
- Warna-warna pelangi.
- Dengan rantai emas.
- Buatlah teman-temanmu iri.

As radio is an audio medium, we need to create images of the product in the minds of the listeners. The above changes serve to create these images while still focusing on the personal and emotional benefits to the wearer of an opal necklace.

Exercise 2

2.1

2.1.1 Who is the audience for the advertisement?

Answer:

The audience for this advertisement will be fashion-conscious Indonesian boys who want to dress in the Western style. Western fashion items are popular with many young people in Indonesia. Jeans are a fairly casual style of clothes, so they will appeal to people who want to look good without dressing in formal clothes. They are also hard-wearing, so they are good for boys who like to ride motorbikes or scooters, or do other activities that require comfortable, hard-wearing clothes that look good.

2.1.2 What Indonesian words and phrases might you include in your advertisement to persuade someone to buy Peter's designer jeans?

Answer:

- *Buatan rumah mode terkenal di Itali.*
- *Separuh harga.*
- *Kualitas internasional, gaya remaja.*
- *Jangan lewatkan kesempatan ini.*
- *Buat teman-temanmu iri.*

2.1.3 Does your advertisement have a slogan?

Sample answer:

Tampil lain dari pada yang lain.

2.1.4 What advertising techniques are you going to use?

Answer:

The advertisement will be designed to appeal to people who aspire to stand out from the crowd. It will be designed to appeal to young Indonesian boys who, at least sometimes, would like to dress in the Western style. Lots of Western fashion, music and so on are popular with young Indonesians, and are considered trendy. The advertisement will be designed to appeal to boys who want to be trendy.

2.1.5 What images will you use?

Sample answer:

The image will be of Peter wearing the jeans: you will only be able to see him from the shoulders down. He will be standing next to a really cool scooter. The important thing in the image is for the jeans to look cool so that the wearer associates the jeans with standing out from the crowd in a good way.

2.1.6 What colours will you use in the advertisement? Why have you chosen these colours?

Sample answer:

The jeans are blue denim, and Peter has a friend with a cool red scooter: they will be the main colours and should look good together. Although most of his body won't be in the photo, Peter will wear a fashionable, single colour shirt so that the colours are simple, clear and vivid. The background will be white, so that Peter stands out. The other colours in the advertisement will be red — to coordinate with the scooter — and grey.

2.1.7 Create your advertisement.

Sample advertisement:



Tampil lain dari pada yang lain ...

Jeans paling asyik sedunia!
Dalam kondisi baru
Ukuran 30

Email Peter kalau berminat:
peter@yahoo.com.id

2.2

2.2.1 What influence did culture have on your overall design and content when you created Peter's advertisement?

Sample answer:

As previously mentioned, many young Indonesians are attracted to Western fashion, music and popular culture, partly because it is different to their local culture. With this in mind, the advertisement has been designed to appeal to people who like to stand out from the crowd, and who are drawn to Western fashion.

2.2.2 If you were helping Peter to design an advertisement to put up at his Australian school, how might it differ from the one you have designed here?

Sample answer:

If Peter were to create this advertisement to be put up at his school in Australia, he could probably take advantage of local celebrities or Australian and Hollywood cultural icons to improve his advertisement. For example, he might superimpose the image of his jeans on a famous movie star like Brad Pitt, or even a classic 'cool' actor who wore jeans, like James Dean.

Exercise 3

3.1 Consider the design and content of the advertisement. Identify the features of the classified advertisement above.

Answer:

The classified advertisement has the following features:

- It is printed in black and white
- It is framed in a text box
- The first two words are in bold
- There are no pictures, graphics or sound
- It contains abbreviations and short phrases rather than full sentences
- It includes the name and telephone number of the advertiser

3.2 How does the classified advertisement differ from the other advertisement types you have learned about in this module?

Answer:

Most of the other advertisements include more detail and are more aesthetically pleasing. In television and full-colour print advertisements, as well as a lot of online advertising, there is a lot of focus on colour, images and design.

Because the advertisement seems to be designed for print, it doesn't include any sound, in contrast to television, radio and many online advertisements.

The classified advertisement is very plain and simple in its design and even content. The words are simple and direct. The language simply describes the product in fairly plain terms, rather than using emotive language or using 'hard sell' techniques.

3.3 Why do you think the classified advertisement has the features you identified in Exercise 3.1?

Answer:

In Australia, classified advertisements are usually laid out in long, slim columns. They are a cheap way of advertising. The Indonesian classified looks as though it is probably influenced by the same layout and cost concerns.

Because space and cost are at a premium, the advertisement includes shortened words and compressed phrases to reduce the cost of the advertisement.

Classified advertisements do not usually include images. In Australia, you can often book, write and pay for a classified advertisement over the phone or online. This is also true in Indonesia. If you are placing a classified over the phone, you would not be able to include images.

In a large, full page of text, the bold text stands out. The reader can skim over the page of ads looking for key words. For example, in this advertisement the words ALPHA GYM are bold and in capitals. Someone skimming the classifieds for a gym to go to would be able to pick these words out.

3.4 Use the knowledge about classified advertising in Indonesia that you have inferred from analysing the advertisement in this exercise to design a classified advertisement for Peter's jeans, in Indonesian.

Sample answer:

Celana jeans baru.

Cck. utk. remaja yang ingin tampil trendi.
Buatan rumah mode terkenal Itali. Beli dgn. hrg. murah.

Hub.081387009827 Peter