

Shatin Tsung Tsin Secondary School

S.5 English

Pop Culture Unit

Advertisement Analysis Project

Name: Rheneas Choi (10)

Class: 5E

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Advertisement 1 (Analysis)

Product	Watch
Company	Casio
Target Audience	Teenagers
Graphics (Pictures)	There are 4 different models of watches which are prominent in centre of page. The background is a scene of explosion. The explosion emphasis that the watches of 'G-Shock' are shock resistant. The fire of the explosion is gold in colour, it matches the slogan 'Time for Gold'. A QR Code is placed at the bottom of the advertisement, so that interested users can look for more information by scanning the QR Code using their smartphones.
Copy (Writing)	The font used for the writing is thick. The series G-Shock is especially large for emphasis.
Strategies	Brand Appeal: The brand Casio is very famous for watches. It attracts people to buy the product when they see the brand. It only tells the people that the brand has new product.
Reaction to Advertisement	This advertisement draws my attention. It also attracts me to buy their watches.



CASIO

G-SHOCK

ABSOLUTE TOUGHNESS

GA-110RG-1A

GA-200RG-1A

GA-110BR-5A

GD-X6900FB-1

G-SHOCK

ABSOLUTE STYLE - TIME FOR GOLD

www.javys.com

CASIO COMPUTER CO., LTD. Tokyo, Japan

JAVY'S INTERNATIONAL LTD Tel: 3669-1000 Fax: 2815-2406 E-Mail: sales@javys.com **2545-1999**

 **CITY CHAIN** 時間廊  **KOWLOON WATCH CO.**  **VICTORIA FUR** **TIME SHOP**  **Popular Jewelry (Macau)**

G-Factory: Sheung Wan, Shatin, Yuen Long, Tseung Kwan O, SOGO CWB, TST-East, The One TST, Macau Venetian | **CASIO Corner:** Admiralty, Tuen Mun, CWB-Yee Wo Street



Advertisement 2 (Analysis)

Product	Airline
Company	Delta
Target Audience	People who will go to Seattle
Graphics (Pictures)	The logo of the company is rotated at 45°, it looks like an aeroplane flying to the top of the tower. The tower on the right is very special. It is the Space Needle Observation Tower, which is a famous landmark of Seattle. It attracts people to go to Seattle. The background is gray in colour, it makes the viewers feel comfortable.
Copy (Writing)	The font used for the writing is thin. The font size at the top is large while it is small at the bottom. It attracts customers with the price of HKD\$1,380 by using larger font size.
Strategies	Ordinary-person Appeal: Make the passenger think that they will get a discount if they take the airline of the company.
Reaction to Advertisement	This advertisement is quite attractive, but it is useless for me because I don't need to go to Seattle.



FLY HONG KONG TO SEATTLE FROM ONLY HKD 1,380.

DON'T MISS OUT! 2-DAY SPECIAL FARE
ON DELTA'S NEW ROUTE.

Delta Air Lines celebrates the launch of its nonstop Hong Kong (HKG) to Seattle (SEA) flight beginning on June 18 with a special sale from only HKD 1,380 round-trip. Buy your tickets on April 4 and 5 for departure between June 18 and 30.

Seats are limited – book now.

Visit **DELTA.COM**, call Delta Reservations at **800-965-716** or contact your local travel agent to book your ticket!

DELTA.COM

Terms and Conditions: *The above fare is for roundtrip travel and does not include fuel surcharges, passenger facility charges, or any applicable taxes and could vary due to currency fluctuations. *Tickets must be booked and purchased on April 4 and 5 in designated Economy Class: V Class. Travel must originate from Hong Kong between June 18 and 30, 2014 for Monday - Thursday departure only. *Minimum stay is 3 days and maximum stay is 1 month upon departure. *The offer is on Delta operated flights only and is invalid on any Delta code share flights operated by another carrier. *This offer cannot be used in conjunction with any other promotional fares. *Other restrictions may apply. Delta has the final authority in the interpretation of these rules. *Fare basis code: VKPV2B/ WNET

Advertisement 3 (Analysis)

Product	Broadband Service
Company	Hong Kong Broadband Network (HKBN)
Target Audience	People and companies that will use broadband service
Graphics (Pictures)	There are 4 hands which is prominent at the centre of the page. Two hands representing the broadband company are blue in colour, which matches the colour of the company logo. While another two hands representing the customers are white in colour. Two pairs of little fingers are entwining each other to pinky swear, it shows the promise of providing a 14-day cooling-off period from the broadband company to the customers. The tick is quite attractive because it is orange in colour and part of it is out of the grid. A QR Code is placed at the bottom of the advertisement, so that interested users can look for more information by scanning the QR Code using their smartphones.
Copy (Writing)	The font used for the writing is like a steep slope instead of horizontal. The slogan 'Our dual commitment to service excellence' is especially large for emphasis. There are also some words on the hands which are 'Business Broadband' and 'Home Broadband'. It is written along the hands which is quite interesting.
Strategies	Novelty: Claiming that they have 14-day cooling-off period for the broadband service after contract signing or installation, which is different from other local broadband providers.
Reaction to Advertisement	This advertisement is very impressive, but it doesn't make me want to join their broadband service plan. I think the 14-day cooling-off period is only a gimmick. My concern is whether they have good service and cheaper price.



Our dual commitment to service excellence

	HKBN	Other local broadband service providers
14-day cooling-off period after contract signing	✓	?
14-day cooling-off period after installation	✓	?

All new residential and enterprise customers can benefit from a double cooling-off period!

BROADBAND THE WAY IT SHOULD BE. www.hkbn.net/en

Terms and Conditions of Cooling-off Period after Registration of Residential Fixed Telecommunication Network Services: Subscriber is entitled to a 14-day cooling-off period commencing from the date following the registration of designated service plan(s) of Residential Fixed Telecommunication Network Services. Subscriber may cancel the service plan(s) registered within the cooling-off period. **Terms and Conditions of Cooling-off Period after Installation of Residential Fixed Telecommunication Network Services:** Subscriber is entitled to a 14-day cooling-off period commencing from the date following the installation date of designated service plan(s) of Residential Fixed Telecommunication Network Services. Subscriber may cancel the service plan(s) within the cooling-off period and shall pay the following amounts: (i) special monthly fee calculated on a pro rata basis according to the number of days of the service plan(s) used; (ii) charges of any value-added service based on actual usage before termination; and (iii) \$380 for each plan subscribed being installation charge waived.

Terms and Conditions of Cooling-off Period after Registration of Business Broadband/Business Line Services: Subscriber is entitled to a 14-day cooling-off period commencing from the date following the registration of the selected business broadband/business line service plan(s). Subscriber may cancel the service plan(s) within the cooling-off period and shall pay the charges for the set up and/or provision of the Business Broadband Service and/or Business Line Service. **Terms and Conditions of Cooling-off Period after Installation of Business Broadband/Business Line Services:** Subscriber is entitled to a 14-day cooling-off period commencing from the date following the installation date of the selected business broadband/business line service plan(s). Subscriber may cancel the service plan(s) within the cooling-off period and shall pay the following amounts: (i) Discounted Monthly Fee calculated on a pro rata basis according to the number of days of the service plan(s) used; (ii) charges of any value-added service(s) based on actual usage before termination; (iii) \$1,600 for each plan of the Business Broadband Service subscribed and \$475 for each line of the Business Line Service subscribed being installation charge waived; and (iv) all fees and charges for the set up and/or provision of the Business Broadband Service and/or Business Line Service.

Terms and conditions for above cooling-off periods apply. Please scan the QR code on this advertisement or refer to the relevant registration form, or ask our staff for details.

