

Layout,
gaze
Rule of thirds
Pack shot
Heads up Display graphics
Affirming, positive mode of address
Rhetorical (pseudo)-religious language
(Pseudo-) scientific tone
Authoritative
Colour palette
Sans-serif font
Hashtag link to Social media
Hyperreal representation-
Alex Oxlade-Chamberlain

VTTI:
Visual codes
Typographical
Textual
Institutional

Lucyade, Lucyade Sport and the Arc Device are registered trade marks of the GlaxoSmithKline group of companies.

LUCOZADE SPORT HYDRATES AND FUELS YOU BETTER THAN WATER

WE KNOW THAT GREAT PERFORMANCES
AREN'T BORN FROM DETERMINATION ALONE.
THAT EXERCISING WITHOUT THE RIGHT TOOLS
WILL ONLY GET YOU SO FAR.
WE KNOW THAT WHEN YOU SWEAT
YOUR BODY LOSES ELECTROLYTES.
WE KNOW THAT AFTER 60 - 90 MINUTES OF
EXERCISING YOUR BODY NEEDS FUEL.
LUCOZADE SPORT GIVES YOU
THE ELECTROLYTES YOU'VE LOST.
IT HYDRATES AND FUELS YOU BETTER THAN WATER.
BUT DON'T JUST TAKE OUR WORD FOR IT.
TEST IT FOR YOURSELF. PICK UP A BOTTLE.
HIT THE GYM, THE TRACK, THE PITCH.
GIVE YOUR ALL.
FEEL THE RESULTS.

DO YOU BELIEVE?
SEE THE SCIENCE. LUCOZADESPORT.COM/SPT

#IBELIEVE

SCIENTIFICALLY PROVEN

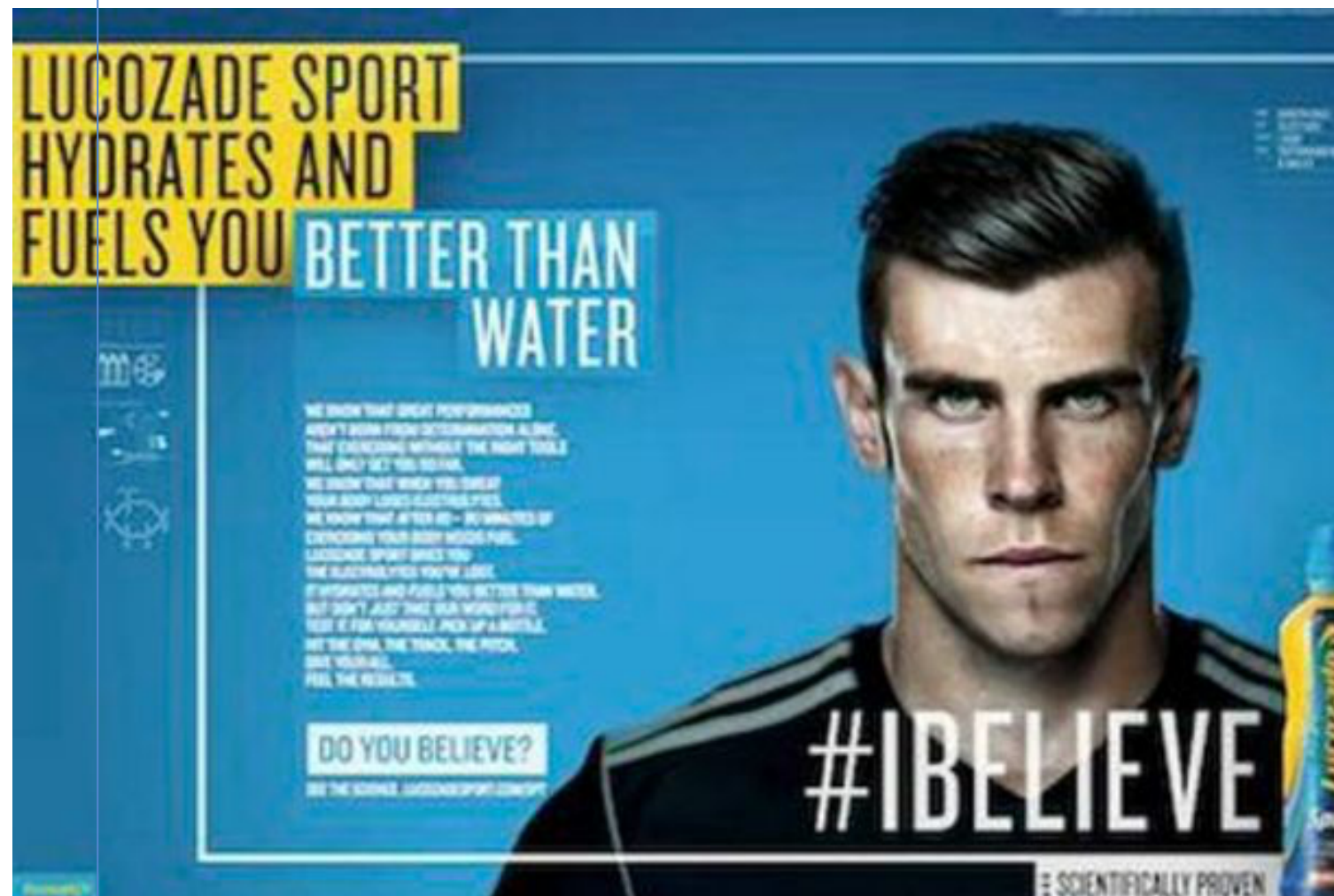
ALEX OXLADE-
CHAMBERLAIN
15/08/1993
1.80M
ARSENAL
& ENGLAND

Lucyade
YES

Lucyade
Sport
ISOTONIC
PERFORMANCE
DRINK
ORANGE

Institutional
code- product
(pack shot)
on bottom
right (z
scanning
pattern)

Layout
Gaze
Rule of thirds
Pack shot
Heads Up Display
Affirming, positive mode of address
Rhetorical (pseudo)-religious language
Pseudo- scientific text
Authoritative
Colour palette
Sans-serif
Hashtag link to Social media
Gareth Bale
hyperreal representation
Slogan /tagline
Brand values
Brand identity
Pack shot
Z-pattern eye scan
AIDA



VTTI:
Visual codes
Typographical codes
Textual codes
Institutional/ industry codes

AIDA principle of advertising

- Attract Attention
- Maintain Interest
- Arouse desire
- Move to action

LUCOZADE SPORT HYDRATES AND FUELS YOU BETTER THAN WATER



WE KNOW THAT GREAT PERFORMANCE
ISN'T BORN FROM DECOMPOSITION ALONE.
THAT ENDURANCE THROUGH THE HARSHEST TOILETS
WILL ONLY GET YOU SO FAR.
WE KNOW THAT WHEN YOU DEFEAT
YOUR BODY LIVES ON THE EDGE.
WE KNOW THAT AFTER 60 - 90 MINUTES OF
EXERCISE YOUR BODY NEEDS FUEL.
LUCOZADE SPORT DOES THE
HYDRATING YOU'RE USED
TO. IT HYDRATES AND FUELS YOU BETTER THAN WATER.
BUT DON'T JUST TAKE OUR WORD FOR IT.
SEE IT FOR YOURSELF. PICK UP A BOTTLE.
BE IN THE GYM, THE TRACK, THE POOL,
OR ANYWHERE.
FEEL THE DIFFERENCE.

DO YOU BELIEVE?

SEE THE SCIENCE. LUCOZADESPORT.COM/DOYOU

#IBELIEVE

SCIENTIFICALLY PROVEN

100% SUGAR FREE
100% HYDRATING
100% TASTY



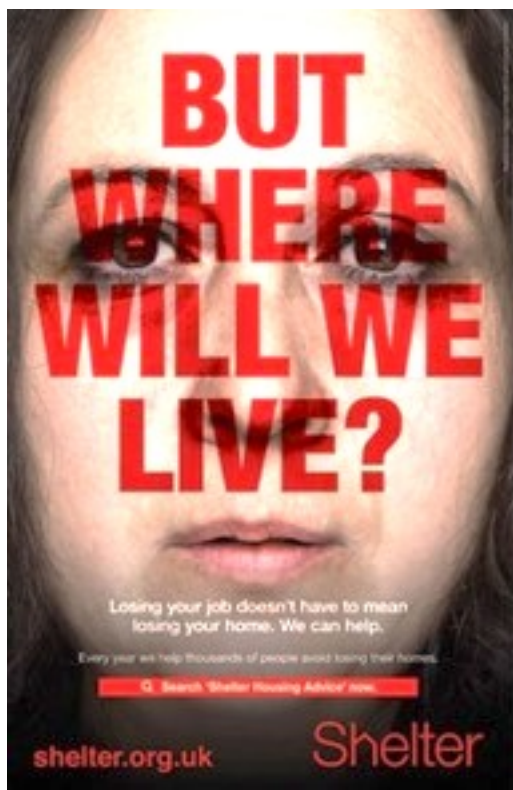


Image 1: Losing your job doesn't have to mean losing your home. We can help.

Every year we help thousands of people avoid losing their homes.

Search *Shelter Housing Advice* now

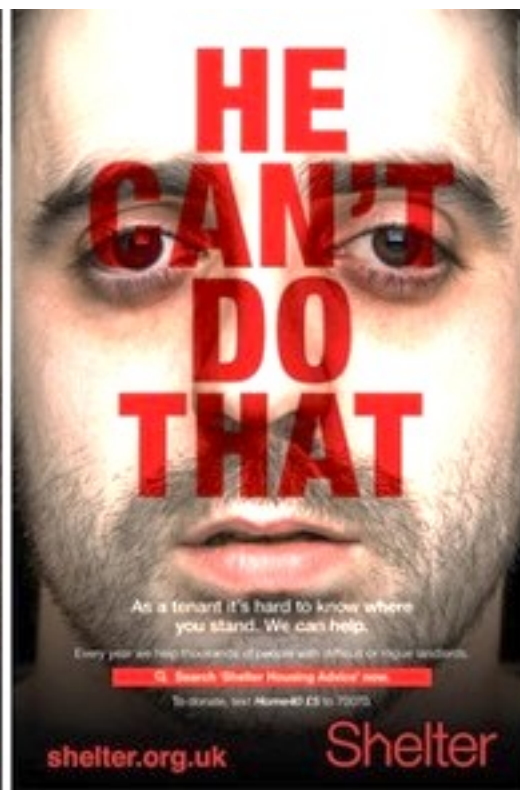


Image 2: As a tenant, it's hard to know where you stand. We can help.

Every year we help thousands of people with difficult or rogue landlords.

Search *Shelter Housing Advice* now.

To donate, text Home-40 £5 to 70070



Image 3: Debt can seem too big to face, but if ignored, can threaten your home. We can help.

Every year we help thousands of people avoid losing their homes because of debt and other problems.

Search *Shelter Housing Advice* now.

To donate, text Home-40 £5 to 70070

Shelter



Shelter

1) Who created these ads for Shelter? Research:

<https://www.thedrum.com/news/2011/08/24/shelter-launches-new-advertising-campaign-amplify-drive-people-look-for-advice-earlier>

2) What type of organisation is this and what is its aim? What do you notice about the logo?

3) What emotions are the adverts trying to arouse in the audience?

4) What emotions are connoted in the images and big text?

5) What do the images have in common?

6) Comment on how the textual and typographical codes create impact. House style?

7) Comment on the textual codes (the language used). Mode of address?

8) What codes and conventions are typical of adverts?

9) What codes & conventions are not typical of adverts?

10) Watch the Shelter YouTube video. <https://www.youtube.com/watch?v=qBucKP87k2s>

How does the media language help to reinforce the brand's values?

Here's another Shelter video ad

<https://www.youtube.com/watch?v=8kyb0dhW5ss>

Analyze it referring to
The theoretical framework LIAR
+ social and economic contexts.

©2011 P&G

OLD SPICE BAHAMAS SCENT COMES FROM
AN ANTI-PERSPIRANT MINE IN THE BAHAMAS.
THIS FACT HAS NOT BEEN FACT-CHECKED.

Old Spice





Old Spice advert

- 1) Which part of the world is connoted?
- 2) What other common form of advertising do we associate with this area of the world?
- 3) First impressions of the layout? Mention surreal/ surrealism see Dali & Magritte.
- 4) Comment on the visual codes & signifiers. Iconography? Connotations of sand, sea and sun? Are they entirely utopian? Juxtaposition.
- 5) Representations of masculinity?
- 6) Intertextual references? Links to the old spice hero on the white horse?
- 7) Comment on the copy. In what ways does it refer to contemporary media and society (social and cultural context)
- 8) What makes this advert postmodern? – is it serious/ tongue-in cheek (ironic), self-referencing?
- 9) Is the advert giving a message about consumerism?
- 10) Is the advert making fun of other adverts and advertising conventions?

Analyze three PRINT adverts for similar products

a non-alcoholic drink

a male cosmetic product

a charity



PRE-PEPPER



PEPPER DISCOVERY



POST-PEPPER



PARTY CRASHER

LIVE FOR NOW 



SMELL LIKE A MAN, MAN.

Old Spice



A CHILD'S LIFE IS IN YOUR HANDS

Rising food costs mean Imani hasn't eaten properly in weeks. She's so malnourished she could die.

It doesn't have to be this way. You have the power to save a child's life. £5 could buy enough nutrient-rich food to bring a child like Imani back from the brink.



TEXT **FOOD** TO **70008** TO
GIVE £5 AND HELP SAVE A
CHILD FROM MALNUTRITION



Save the Children

Text FOOD to 70008 to donate £5 to Save the Children, or go to www.savethechildren.org.uk. Donations will be used to help vulnerable children wherever the need is greatest. The Save the Children Fund is a charity registered in England and Wales (213893) and Scotland (SC039570). You will be billed £5 and your standard text message rate. We receive at least 99% depending on your network. By sending this text you agree that we may contact you to tell you about our work and how you can help. We will always give you the chance to opt-out of further communications. If you would rather not receive such information, please email us at csupport@sc.org or phone 020 7012 4400 or include NO INFO in your text message. Imani's name has been changed.

NO CHILD BORN TO DIE

LONDON ARMS FAIR 2015

FEATURING GUNS • TANKS • KILLER DRONES
YOU MAY ALSO FIND OFFERS OF

ILLEGAL TORTURE EQUIPMENT

Plus all your favourite food outlets!

EXCEL LONDON
15-18 SEPT

TortureOnYourDoorstep.co.uk

The London Arms Fair isn't much like the Ideal Home Show. But Amnesty International treated it as such in a spoof poster campaign mocking the annual gathering where, according to the charity, nasty items such as cluster bombs and leg irons are featured and representatives of governments with dodgy human rights records attend.

Agency: VCCP

Creatives: Chris Birch, Jonny Parker

A woman wearing a grey hijab and a dark grey zip-up hoodie is captured in a dynamic pose, performing a high kick. She is wearing bright yellow boxing gloves. Her right leg is extended upwards and to the left, with the foot pointing towards the left side of the frame. Her left arm is also extended upwards and to the right. She has a focused expression on her face. The background is a solid, vibrant red wall. The overall image conveys a sense of strength, determination, and breaking stereotypes.

THIS
GIRL
CAN

A kick right in
the stereotypes.



NEW LYNX PEACE
**MAKE LOVE
NOT WAR**



Get it on for the
End of the World



The final edition

Axe/Lynx, 'call to arms'
The way Unilever's Axe dominates the young-adult market for deodorants is due in no small measure to its capacity to keep its advertising fresh. And this year's campaign has been no exception. The testosterone has been toned down and the bikini babes abandoned in favour of an updated "make love, not war" message for its new spray fragrance, Peace. While the TV commercial features dictator doppelgängers, the poster campaign emphasises the power of the "Lynx effect" with plastic soldiers enjoying some R&R with their girlfriends.

Agency: Bartle Bogle Hegarty
Creatives: Daniel Schaefer, Szymon Rose, Jack Smedley, George Hackforth-Jones

Notes

You can find more of these notes if you look at 'Campaign' or 'The Drum' which are magazines of the advertising industry

This Girl Can
The groundbreaking "#Thisgirlcan" campaign made its highly anticipated return in a fresh bid to get more women exercising. Strong images of confident women provided the backdrop for clever taglines such as "A kick right in the stereotypes". The campaign won a silver Lion at Cannes in Outdoor.
Agency: FCB Inferno
Creatives: Ben Edwards, Alex Gill, Sarah Lefkowitz, Martin McAllister