

Behind of the Advertisement

Champagne is the most favorite liquor for America and European people, as well as also all over the world. At present, the competition on liquor advertisements is high. Advertisers are trying to show how it will be precious to the customers, best quality, tasteful, nice texture and bottle style, with a slogan. This ad uses strategies on the need for escape and dominate as described by Jib Fowles in fifteen basic appeals. The need for escape of the consumers from their work life can be seen by the action of the woman ride on the elephant with the view of the sea shore and the words mentioned for the party. The elephant itself and the bottle style are powerful and show the need to dominate.

The woman is pointing out, with the champagne in her left hand, riding on the elephant along the sea shore that is presented in this advertisement appealing to the need for escape. Her pointing out and the words "Did some body mention a cocktail party?" make the readers think of going away from their work and searching for vacation with the fun party. The background of the ad is the sea shore that also pull them to think of their relaxation. The woman ride on the elephant with champagne in her hand make the readers feel comfortable and willingness to bring the champagne to join the party. This ad uses the need for escape from the social obligations, to seek rest with the finest champagne.

Such an improvement over the draft!
Very sophisticated thinking

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Chetphong But-then

The elephant and the bottle styling in dark color appeal to the need to dominate. Elephant, the dominant species, is accepted as the largest wild animal in the world, therefore it transmits a powerful impression to the readers. The bottle style of the champagne was placed on the bottom of the picture in comparable color, texture, and size of the elephant, inducing the readers to have associate the champagne with the elephant. In addition, this ad shows a woman controlling everything, including the elephant, by holding champagne in her hand, imply the need to dominate.

In conclusion this ad is inducing the consumers mind to think that there is a powerful and finest beverage, champagne. The emotional appeals used to describe this ad are the need for escape and dominate. The need for escape is to seek rest in some place with finest champagne that need for dominate itself as the powerful and graceful which be attractive by the readers. The audiences for this ad are almost the politicians and international travelers. These appeals work for these audiences because they will be attracted by what the champagne represents to them such as pleasure, leisure, and power.

~~High Takemata~~
ENG 093 Mazak
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Draft #23 14

Appetite for New Nissan Altima

In order to sell commercial products effectively, many companies employ advertisement, which has used many strategies to increase consumer's motivation. According to Jib Fowles's theory, there are fifteen basic emotional appeals to provide products' image, and these are rather unconsciously than consciously produced into ad readers' mind. Through his theory, new V6 Nissan Altima's advertisement, showing a silver-colored four door Altima parked in front of a white wall cottage and uncountable used blue-colored cotton swabs spread on the road, in GQ, a fashion magazine for young male, seems the need for autonomy and the need to satisfy curiosity are the most distinguished emotional appeals in the ad. The paper will analyze how these appeals are connected to people's behavior.

The need for autonomy is the one of Fowel's appeals that represents independence or individuality in not only the product but also the buyer. Autonomy seems the most important appeal in the car advertisement that most of all car advertisements emphasize because of high competition in the market and consumers' consciousness that they want independence. ^{link} Stephen R. Covey, a writer of *The 7 Habits of Highly Effective People*, said that people are always willing to be independent when they become an adult. The people who can buy a new car are at least ages over sixteen because he or she has responsibility to drive. ^{link} Compare to the other car advertisements, as we can observe, the parked Altima and spread used blue cotton swabs are different from the other ads' concept, that generally

Hugh takenaka
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employs the car picture which is likely to be seen driving somewhere for escaping. Moreover, the size of the car picture itself, spending two pages for one, is much larger than the other ads. It may be trying to prove Nissan's confidence in Altima that the owner of the car can enjoy only looking at the car even it is parked. As the need for autonomy is especially important to the target of car consumer, it could be said that Nissan's emphasizes for their potential consumers are outstanding because of making differences from other car advertisements.

Next, the need to satisfy curiosity can be seen in the advertisement. As can be seen in the car advertisements are particularly in high competition, great numbers of car advertisements that are in that kind of fashion magazine. In this situation, Altima's advertisement uses quite different ways to draw people's eyes into it. Readers of the ad are absolutely interested in the spectacle of used cotton swabs, as well as, the ad's striking message, "Known to cause obsessive-compulsive behavior," which is far from our ordinary life. These make us realize that the owner of the car may clean the new Nissan Altima using the tremendous amount of those cotton swabs without time awareness. As a result, the effective emotional appeals shows that Altima is much more shining than the sunlight.

In conclusion, based on my analysis, even though employing these emotional appeals in Altima's advertisement are superlative in the car advertisements, it may be finally ended to the Fowl's appeal for escape. The car is parked in front of a white wall cottage, which seems different from the house where people are used to living. Furthermore, the owner who has four-door family sedan could be a father or mother, who is always hurry in daily life, is not able to spend so much time to scrub the car using cotton swabs. However, this Altima's ad is definitely attractive in the car advertisement it offered another kind of escaping that the owner of the car must be escaped from his or her ordinary life when they are

Advertisement Reflect Rich Society

Today, we require more materials to make our life more comfortable and our society getting more material society. Advertisement uses some strategies to attract readers to buy more products. According to Jib Fowles who discussed 15 basic appeals in the advertisement, companies fascinate some particular people by using their emotional feelings. For example, my advertisement is offered by a finance company and you can see two elderly women with swimsuits on the ad. It attracts people with need to be attention and prominence. Although two women are aged physically by showing wrinkle on their face and neck, they look so young, because they are laughing and showing big smile to us like opening their mouth and showing their white tooth. Also they are fashionable people and they looks like they are enjoying their life. Furthermore, "richness" is used as metaphor in this ad to hook two emotional appeals; attention and prominence.

First of all, the advertisement shows need for attention. These women look very different from ordinary elderly people. Actually I even felt weird, because their appearance was incongruous with their age. Most ordinary elderly people are wearing plain cloths if they are only depending on their pension for living. However, these two women are far from my conventional image. For example, both of women wear vivid-red color lipstick and they are wearing fashionable swimsuits. One of women is wearing fancy one with red, pink, white and yellow colors. She also posing as if she is a fashion model star: She put her right hand on back of her head. The other woman has a gorgeous

Yuki Tokioka

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and shiny gold necklace. Although they are aged by physically, they cover themselves with decoration. It implies that retiring plans afford people to enjoy their life and to be fashionable people. Therefore, contrast between the old women and their decoration shows the need for attention.

Secondly, the other appeal is need for prominence. People want to be outstanding from others and they are seeking status. For instance, when you look the background of the advertisement, you can see four spotlights from ceiling and two of women are wearing swimsuits. It means they are going to swim indoor pool not outside like beaches. When they want to swim at indoor pool, they may have to join a sports club. They are usually exclusive club and they have to pay a lot of membership fee. It is a status symbol to join sports club and belong to a group of rich people. Therefore, richness enables people to have high status. As a result, the combination of these women and the indoor pool shows prominence because these women must be rich to join a sports clubs.

Third, it is easier to make people understood the concepts of the products by using the slogan because language reflects people's thoughts directly. For example, the slogan on the ad says, "Have you met life today?" It represents that richness can sustain happy life. As you can see the title on the ad, this company pushes financial services for retirement planning. So, the target of this advertisement is women especially middle age people who are going to retire. Companies always consider customer's emotional feelings to attract them more efficiently. Therefore, they are paying attention to emphasizing the slogan and it will attract a specific kind of people.

In conclusion, this advertisement is a typical American advertisement because it highly reflects American culture. On the advertisement, one woman is looking far away,

but the other woman is looking in front. It implies "Look before you leap". We have to think about retirement planning in advance to make our life more comfortable before you retire. That reflects American's notion about planning for the future. Also, people respect to rich people in the United States. In other words, rich people have strong power and can dominant in this country. Money has a power in this country and money is the all to make our life comfortable and make us happy. Because, our life is material world at present, and the advertisement reflect the current society very well. Therefore, this advertisement is made well to attract people as consumers.

*In general you have really
improved your writing skills
and your organization
is really excellent as
you have a clear
conclusion and a strong
opening.*

~~David Proano~~

EAP093

02-14/02

Cathy Mazak

The mix of two different sensations.

Aren't you curious to know the sensation of being in a beautiful place where you can experience adventure and the rush of adrenaline at the same time? Of course, with this game you can enjoy liberating yourself from the noisy, cruel and stressful society; escaping to a place where you can mix adventure and speed. Therefore, this advertisement shows the need to escape and shows the need to satisfy curiosity, according to Jib Fawles. It is an appeal to the need to escape, especially when someone has the opportunity to get away from the every day responsibilities. According to Jib Fawles, there are fifteen basic appeals that people can experience in advertisements. In this advertisement, I recognize two of those fifteen appeals which one are the need to escape and the need to satisfy curiosity.

The need to escape in this advertisement is presented by a Play Station2 game, called Gran Turismo. The background of this advertisement is a beautiful view of a Tahiti beach, where it looks like if there is a road next to the beach too. This road makes the readers feel the curiosity of being in such a beautiful place, driving your car at 225 MPH.

David Proano

B-(C+)

The view is trying to convince the readers that the best way of escape from our responsibilities is going to that place with a lot of speed and with a feeling adventure.

They are focused on people of all ages that have many different responsibilities.

The point that the advertisers are going for is to try to take readers out from that stressful and tense environment, and bring them to a place full of adventure and adrenaline. It's very hard to describe that sensation, but it could be describe it like something relaxing and emotional. The part that can be more interesting for the readers is the beautiful background, which one is a gorgeous beach located in Tahiti. The point of this amazing view is to make the readers think that in this game, they are going to feel like if they would be driving next to a beautiful sunset at the beach.

The need to satisfy curiosity in this advertisement is recognized by the comforting picture of the beach that is in the background. Besides the fact that they are promoting a Play Station2 game, they are also promoting that a vacation getaway, for those who are interested in traveling around the world. It is an eye catcher for them. Both parts of the advertisement are related specially to drivers (car lovers). Those drivers that are concern that the best complement of driving is to have a beautiful view next to the road. This can bring to the drivers a relax time and some confidence to themselves. Almost all of the car lovers have this kind of curiosity; they want to feel that amazing sensation between adrenaline and adventure.

As a conclusion, it is very clear to say that this advertisement is focused for those that are fed up with the daily responsibilities, and need to get away from their everyday life. There is a place in a world for everyone to go get away. They just need to find it. This advertisement helps them. It appeals to their need to escape, and the need to satisfy their curiosity.

The curiosity to escape from fat

What is an advertisement? An advertisement is the communication of information between a company and a consumer, which is created to persuade potential customers to buy their product. Advertisements are through various forms of media like: radio, TV, billboards, magazines, and internet. As stated by Jib Fowles in "Fifteen Basic Appeals," advertising appeals to our emotions. The ad selected is promoting a weight-loss product, which uses two of the "Fifteen Basic Appeals" by Jib Fowles.

The first appeal used in this advertisement is escape. The need to escape in this ad is represented through a beverage which is for weight-loss. The background of this ad is light blue with a red-orange nectarine between the big glasses of beverages. The light blue background gives an expression to liberate your mind, and the curiosity to find different things. The ad has three big glasses full of the following distinct flavors like strawberry with blue berries, vanilla with cinnamon and lemon, and mango. These beverages and the way they are represented in the ad seem that they will make you have a nice time, and they remind you of a tropical island. The curiosity to check if this is true makes many people to escape from the daily routine; and start drinking the product. One of the three big glasses is full of a pink beverage and a delicious strawberry inserted on a

Blanca Gramino

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