**MEDIA ANALYSIS ORGANIZER**

**STRONG WORK SAMPLE**

**TEXT**

What is this advertisement trying to tell and sell? ○

The advertiser is trying to tell and sell Gatorade X Factor sports drink.

Did the advertiser use formal (fancy/technical) or informal (simple/non-technical) words and tone? ○ Why? ○ Support your answer with specific examples from the text. ○

The advertiser used informal words that are repeated over and over through song. I heard them say: “We’ve all got something to prove!” about 10 times. I think they used these words because they wanted the audience to feel challenged! They are almost daring us to prove our sports abilities. Sports are usually relaxed areas of play so they matched that with informal words like “got something” instead of “have something”. They also used informal tone with a scream at the end. Sports can be quite aggressive with people fighting one another to win!

**AUDIENCE**

Who are the advertisers trying to target (Males? Females? Both? Approximate ages?)? ○ Support your answer with specific examples from the text. ○

The advertisers are trying to target both males and females. Though there seems to be more male athlete actors shown in the commercial than female. This might suggest a slight preference for male consumers. Most of the athletes seem to be between the ages of 12-35.

**PRODUCTION**

Identify the advertising techniques and production values that were featured in this advertisement:

X Logo

X Slogan

X Website

○ Bribe/Product add ons

○ Phone Number

○ Jingle

X Music

X Sound effects

X Motion graphics-text

X Motion graphics-image

X Close ups

X Wide shots

X Panning shots

X Colour “psychology” (Colours = feelings/emotions)

○ Animation

○ Cute characters

○ Celebrity endorsements

X Emotional appeals

X Bandwagon appeals

○ Facts and statistics

X Weasel words/Unfinished ads

○ Complementing the customers

○ Ideal family/kids

X Patriotic appeal

X Questioning the customer

In your opinion, what was the **single** most memorable/influential part of this advertisement? ○ Explain how this technique or production value impacts your interest in the product. ○Support your answer with specific examples from the text○

The advertiser used many things to make this commercial memorable. In my opinion, the music was the most impactful production value. The advertisers used a background song that slowly built up in energy. At the very end, the music reached a crescendo. This crescendo coincided with the logo and slogan dramatically flashing up on the screen further underscoring its importance! The background music also synched up perfectly with the slow revelation of the “alphabet of sport”.