Television commercials come in all different types, but they all do it for the same reason, which is to persuade and convince viewers to buy their product or to ring a number to win something.  I am going to talk about a few advert that are completely different to each other and what techniques they use to persuade the viewers.

There are a range of adverts that are made differently some are high budget ads and some are low, this depends on maybe how well known the product is. For example, the alcohols drink, Guinness. In this advert there is a power of three, which are the characters and the graphics. Even though there are three friends drinking the drink at the start of the ad, there is a close up shot of the 3 pints of Guinness at its different stages of process in the product. So with this at the end, this is going to be the last thing that the viewers would see, but it also makes them bear in mind that whole notion behind the ad. They can compare an evolution of time of something evolving into something good, and the fact that it is Guinness it is too negligible. This makes them want to show their logo and product three times, so that people know what it is and how nice it is.

There are three main characters in the Guinness ad; three blokes having a Friday night drink. They are then rewind back in time, to when it apparently all started. They go back in time and by knowing that, they change into ‘caveman’ this comes under the mise en scene because it is a costume, hair and make up. Also you can tell when they are going back in time because at the end the viewers can see the three ‘men’ or are now little creatures and by showing this it gives a understand of what’s happened, also when the right sided guy burps, its shows that it was enjoyable but not just by the drink, mostly by the drink, but by the journey they had too.

The setting in the ad continuously changes throughout, reasons for this is because the ad is showing time changing so therefore the settings are changing to a particular lifeline. For example the cavemen episode, the three men were having a normal night and then all of a sudden the settings change and now they are cavemen, and the setting around the cave men are dark and damp and cloudy which makes it more interesting and understandable in what is happening.

The facial expressions and body language that is in the ad. Firstly facial expression, there are varies of facial expression in this ad. For example the obvious one where they get changed into cavemen when they break the ace and the right - sided guy looks at his two other friends in confusion to what is going on. This happens because it brings in confusion also to the viewers to what is going on, but it also shows the doubt in drinking that drink and what has that done to them as individuals.  However throughout the ad, as time ‘ends’ and they become creatures it is hard to see their facial expressions as something else, especially when they are creatures that people find hard to see. The body language in this ad also varies; it varies in a way of whatever lifeline they are in their body changes. For example, when they change into apes and they are changing so there body image as well as the language is changing, they aren’t very laid back, because the fact that they keep changing. However when they are humans and they at the pub the body language is very laid back, in a sense of ‘chilling’ as you do on a Friday night at the pub.

The lighting in the Guinness ad, it varies between high and low key. Firstly in the first clip, when they are in the pub, the light is meant to be coming from the actually light bulb in the pub, so therefore it is in low key, they are strong shadows not from the actually characters but from the actually objects that are in the setting. For example the background of them drinking there is shadow appearing on one of the pictures on the wall and it is reflecting down towards the floor. However when it is rewinded it soon becomes the outside and at  through out the ad until the ad of the ages, the lighting gets darker and darker and that’s all in low key, even when the show the modern day of the city, but because it ‘night’ there are enough lights to make small shadows appear.

The sound throughout the ad is all diegetic sound; it’s a soundtrack representing the story. The soundtrack they use in this ad is ‘the rhythm of life.’ This is played throughout the advert, until it actually comes to presenting the product. This soundtrack is relevant towards the ad because the soundtrack is about the life. For example the first change, the lyrics are ‘rhythm of life is a powerful beat.’ This can mean many things but to a viewer as soon as those characters first change, that lyric can mean, is that why they are changing, is that what life did before we become us. So the soundtrack is relevant because of how it is presented in the ad and of cause the ad is about how it was made.

The editing in the ad It’s twigged to make it fast and straight cut, they want to give the viewers an effect of time actually rewinding backwards. For example when it first starts up, the move backwards from the pub, and the pub doors open, that’s what the three men did a couple of minutes ago. So they want to make it as real as possible. Also changing different lifelines, there is a use of quick, unseen fading , For example when the men change to cavemen they clothes complete change, so the fading, the viewers cant see it but the quick fading of different clothes is unseen because the rewinding of life is going on. So there is two styles used, which is fade and straight cut and the speed of the ad is fast for obvious reasons of that they want to show the rewinding so therefore it has to be quick, this also comes down with the changing of the clothes because the speed on that also as to be fast so that the viewers want to able to see it.

The use of cameras, there is a range of shots and angles of the ad. The most obvious is the extreme long shot of the modern life city after all the evolution that happened. The reason they shot this is because they want the viewers to be able to see what life is like now and how things have changed throughout the years. The other shots such as the first shot of when they are in the pub there is medium side shot of one of the men about to drink the Guinness, they shot this because they want the viewers to see the refreshment at its best, in a pint glass about to be drunk. Also they want a better look in to what the actual men are drinking. If they had medium long shot of them drinking then it would be had to see the face because the glass would be covering it, so using side shots is to show are nice the drink is as well. The last shot of the lifeline when they are three little creatures they are shown in three quick shots; firstly it’s a shot in medium long shot where you can see the three ‘men’ and then its quickly shown at a side shot, just like at the start where they were about to drink and then is shown one ‘man’ like it did at the start where the man had the sip of Guinness, looking at the screen, and burped. Those were the important shots of the ad at the start and at the end because the start was the start of their journey and then at the end, ending up in the same position the end of their journey.

The audience target for the Guinness is  seceeders. The reason its for seceeders is because its a popular product, also its alcohol so therefore there is going to quite a high cost for this product. So the sceeders who don't have to worry about money will be able to buy this product. Its also mainstreamers in a sense of 18+ are allowed to drink the product, however i'd say the actually product is aimed for 40+ because its an alcoholic drink that been round for many years and is enjoyed by the older generation. the gender is for males, because maybe on a friday night they go to the pub and they can enjoy the Guinness on the other hand women in that age group may prefer wine, more of a ladies drink.

However there are advert that are in low budget and low in the product but still able to sell their product and be well known. For example ‘loves the jobs you hate’ Mr. Muscles. The differences in this ad and the Guinness ad is that the Guinness ad shows more excitement in a sense of what’s going to happen next, but with the Mr. Muscles it is a easy quick ‘example’ of the product itself showing no emotions apart from the interest of maybe buying it. The similarities in each ad is that they both want to show how well the product can be and how enjoyable it is to have. The Mr. Muscle is a low budget, easily made advert.  This ads objectives are to just concentrate on the product as much as possible, this is a different way of connecting with the consumers, this brings them in by showing how well the product is and how well it can clean certain things, the consumers will know more information on how to use the product and would be more interested in the product if they know what to do. It offers ease, comfort a towards the consumers, it shows how fast the product works, so there consumers buying this product with have plenty of leisure time.

The main character is a geeky looking man in a normal house, in the kitchen showing how this product works. The reasons they have a man being the character is because they want to give an vibe to the viewers that women shouldn’t be left to do the cleaning and the ‘female’ jobs in the house, However the man looks like a geek, so the ad is implying that the only men that do clean are ones that are classed as gentlemen, other then people who are classed as just men who think its right for women to just clean. The setting in this ad shows a normal inside of a house, in the kitchen. This is where the product is most used. The difference between the Guinness and Mr. Muscles is that the Guinness settings change continuously through out, this is because they have more of a production and high in budget so therefore are able to create more of a ‘good’ advert then the Mr Muscles ad. The is little similarities in the setting in both ads, this is the changing of scenes, for example Mr Muscles changes scenes to show what the product cleans, for example shows the oven being cleaned, then the walls and so on. Also the Guinness setting changes continuously throughout, but has more of an affect on the viewers because more things are going on.

The facial expression in Mr. Muscles advert, firstly at the start the man puts on a serious face while the product is being talked about. This shows the viewers that the product is serious even though the advert may not seem as serious as the product. There is a use of expressions that give out a happy vibe and a joyful vibe. For example when the man wipes the oven, after he gives a happy and excited smile, this is to show that it can clean well and that it doesn’t take long to clean. The differences between the Guinness and the Mr. Muscles facial expression is that with the Guinness there is confusion, enjoyment and happiness. However on the Mr. Muscles there are expressions such as relief, excitement and surrealism. These all show different effects in their ads but more to the point of the viewers how they fell with the use of facial expressions. The body language in the Mr. Muscles is shown as laid back; quite jokey in a sense of the man in the ad is not meant to be for the job of cleaning. For example the laid back body language gives out a vibe of not caring and when you’ve got it clean, straight onto the other object next to clean. For example for the jokey body language at the start of the ad when the narrator says ‘‘...plenty of muscles we gave it to someone with none’’ this then shows the mans body language as he points at himself and he has little smile on his face and he shakes his head as if to say ‘’ what me?’’ The similarities in both ads at their body language are that they show relief in a sense of enjoying the product. They show this by having confident, positive characters that believe in the product so that the viewers will also believe in the product.

The lighting in this ad, firstly it is all in high key it is very bright with little shadows. However the lighting in this ad is the artificial of outside, there is no colour there is white patches that are meant to represents the sun of the outside world reflecting into the kitchen. You can see it when the man bends down to look into the oven there is a bright light reflecting from the setting windows. The differences in this ad and the Guinness is that the Guinness ad there is a touch of real light however as well the ad is in low key were there is very little light and strong shadows. The similarities in both ads are that the lighting goes well with the ad to make it more realistic and interesting. The colour in the Mr. Muscles ad is that there is good use of bright colours such as white and light blue, apart from the props of the oven which is dirty and black that is when the product comes in and the ‘cleans’ the oven and then there is a shine of sparkling silver to show that it has been cleaned and that the product works. The most colours used though are the blue and the white, this is so that it can stand out and it can catch viewer’s eyes. The differences between the Guinness and the Mr. Muscles are that the Guinness uses dark bloomy colours to show the effect of their advert. The similarities in both adverts are that they both use colours to project their product to show the interested of the product.

The sound in the Mr. Muscles there is a narrator’s commentary over speaking, which is non - diegetic sound. This is used to explain what the product actually does. When he says ‘tackles the grimiest of tiles.’ This explains what the product cleans, and what kind of material it can actual clean.  There is also sound throughout which is like a fun fair soundtrack, this gives an effect of a challenge on the product, the soundtrack makes it more fun, as you would at a fun fair. However this soundtrack starts when the commentary has finished at the start when he explains why the man is there and what he is going to do throughout the ad. Also there is sound effects played for example when the church bells play at the start and like I said this is when the product is being introduced so the sound effect also has to be serious so that the viewers don’t think it’s a none active product. The sound effects are non - diegetic also. The similarities in both ads are that they both have non – diegetic sound, this is because they wont the viewers to get into the mood of the product even though the characters cant hear it, they use there body language and facial expression to help advertise the product. The differences in the sounding are that the Guinness advert uses a soundtrack that is relevant to what the advert is about. However with the Mr. Muscles the soundtrack is just a jokey, fun soundtrack to make the advert more interesting.

The editing in the Mr Muscles ad is all straight cut apart from when the product is being exampled it then jumps to those props. The reasons they do these jumps is because they want to show the products advantages towards materials and to show how the product co – operates to the viewers. If they were to use other editing tools such as wipe or fade which maybe would be more interesting because they could do so much more with that, for example maybe having a few screens to show the examples. However to make it more simply using jump is quick and easy to understand. The similarities in the Guinness and the and Mr. Muscles is that it is similar in a sense that it is straight cut throughout apart from in Mr. Muscles there is jumps. The differences between the adverts is that the Guinness uses more of the editing such as the speed is fast and it’s all straight cut. Also the timing as I said the Guinness the speed is fast, that’s obviously not the timing of life, however with the Mr Muscles the timing is for us normal time, there is no feel of moving time quickly for us its just an average day.

The use of camera in this ad, firstly it starts with a close up of the character and the product, this is to show the viewers who are the main character in the ad and the most important aspect which is the product is being shown. It then expands to a medium long shot of the male character this is to show expression and the body language. Also the use of the camera is based on what the non - diegetic narrator is saying. For example when the narrator says “so we gave to someone who had none,” that’s when the camera expands to medium long shot, and he uses is expression and body language to help the use of the camera shots by pointing at him. The medium long shot is also used for setting purpose because seeing the setting behind of what’s actually going on it gives the viewers an idea of what kind of environment the product is used in. There is also close up shots of when the product is being used as an example. For insists the close up shot is used when the character is spraying the product inside of the oven and it shows the spraying of it and also the wiping of the product to show you the after mouth of what the product as actually done. The similarities between the Guinness and the Mr. Muscles is that the Guinness shows more range of shots, such as side shots ( changing into cavemen) and extreme long shots (city night life), however with the Mr. Muscles ad there is a basics of shots which are long shots and close ups. The differences between those two ads are that they use shots to representing a certain detail that is created in the shot. For example in the Guinness ad when they turn into cavemen the shot is extreme close up this is to show the detail of them changing and to understand why it is changing. For the Mr. Muscles advert, the close up of the grime on the wall when the product is being used this is to show the detail of how well the product can be use and how reliable it is.

The audience target for the Mr Muscles advert is for mainstreamers because its for everyone average person around. Also its a cheap product that most people can afford the product, this also influences inspirers as they may have no money but because of the cheap product, therefore they will be able to afford it. However when it comes to cleaning its known as a women's job, so the men of the world wouldn't be that interested as much as a women would. The age group is for anyone that can clean, which is a majority of people so its a world wide product in a sense of any age can use the cleaning product.

 There are advert that are complete different in a sense that the design is different and the contrast is different. For example the Honda  ‘ Hate Something’ advert is a high budget, well made production of CGI animation. This advert intentions is to bring in consumers that have doubts in what pollution is doing to the environment especially diesel they try and persuade us that Honda can work with the customers and listen to the costumers. This advert appeals to everyone and how we can work together on trying to make the world a better place.  However they also appeal for maternal and pastoral love because with parents with children the parents want the best for their kid so there going by the car because that’s what they think best for them and the future. There is also a use of intertextuality to appeal to consumers; this gives a notion of inversion, which brings an advantage to the ad.

 The main character in the animation is an engine that is dirty, noisy and old, this is replaced by a new, clean, shiny engine, of course it is a diesel engine. The old, noisy engine that was replaced showed that the announce of it by showing that the rabbits had earmuffs on.  Then as soon as the engine changes to a spanking new one, the earmuffs are then taking off by the rabbits, but its not just that, that is noticed it is also when the ear muffs are taken off the soundtrack leaves a gap of silence which then for us can hear the silence of the new diesel engine. The earmuffs show mise en scene in the ad because the earmuffs are the props in the ad.

The facial expression and body language in the ad, it shows at the start that the animals in the ad are happy, until the old, dirty engine comes along and ruins what they are doing. When the engine flies over the chickens, the chickens ‘cluck’ to show they emotional towards the noisy engine also throwing the eggs in frustration also gets a vibe of hate towards the dirty diesel engine. By the end of the ad when the new, clean, silent engines comes into it, the animals are jumping around with joy and excitement, this is shown when the two yellow birds follow the engine instead of flying away, they give it interest because it isn’t doing any harm to anything or to anyone. There is facial expressions on both level of the ad there is happiness and sadness in both examples I gave, because it shows like it says in the advert ‘hate’ and ‘change’ that is happening.

The lighting and colour in the ad. Firstly lighting, it is in high key, there is lots of bright lighting and it comes across as artificially as it’s an animation advert. There is also very little shadow in the ad, it only appears when the engines are flying and when animals are jumping around, this is to make it more realistic and well made so that the viewers can be interested. Half way through the ad there is a sun that appears on the screen with a smiley face, this sun is the light for this world and land it is an artificially prop, they want you to think that the sun is the actual light of the ad, so it looks like its real and authentic. The colour in the ad is well used, there are loads of colours, this is to be able to drag the attention of the viewers in.  The colour makes it more realistic because without the colour the ad isn’t really anything. The colour is well used in the sky because that’s where the colour of the land would come from, if it was dark and cloudy then the land would be dark and grey but because they have used bright colourful colours the blue and the white stand out because that’s what a real sky would do, bring the colour in.                                                                                                                                                                                                                                                                                                                                                                               The sound the ad is a representative of the whole ad because it can make it bring the viewers in, or it can let the viewers be dim about it and not interested.  The sound in the whole ad is non – diegetic because it has commentary over powering the ad, its not just by speaking over but also by singing the song, this brings in more fun and its catchy towards the viewers, they can sing along and remember the ad by the song.  Also the sound in the ad when the noisy engine goes by they make it sound noisy to the viewers so its sounds like what the animals are hearing you can hear it too. This makes you interact with the ad by agreeing that the new engine needed to be made. Also when the new engine is made, just after the flamingos’ dance the sound silently cuts off and then when the new one is made there is quiet whistling and then after 16 seconds the singing starts again to show the new one is in process and ready to use.

The editing on the Honda advert is all straight cut because its all followed by the engine, it’s two engines journey of ‘life.’ The engine is just flying around, until you get to the end, when the Honda logo fades onto the screen with a white background and red writing, this makes it stand out because of the white background it catches attention. The editing on this advert is very little there is just uses two which are straight cut and fade.

 The use of camera in the Honda advert is varied but mostly uses long shot, this is shown when the engine is flying because it shows the engine flying but also the background of where it is flying, this is for the viewers to be able to see what’s going on with the product but also to be able to see what else is going on so that they understand.  However they do use close ups, they use it at the start of the ad when the flowers come in, they do this because they want to show the prettiness of the advert and of where that advert is.  They also want to use bright colours and the start to be able to draw the viewers in. There is also extreme long shot used when the engines are flying away from the cameras and it just shows the engines in the distance while other things are going on around it, the animals getting annoyed and running away from it, this is to show that there does need a change. As well there is medium shot when it comes to the making the new diesel engine when it first comes out it shows itself and some of the background. This is to show the product on it’s own so the viewers are aware.

The audience target for the Honda advert is for reformers who are interested in a better environment, now and in the future. The reasons is because Honda is a car company that what a new engine to also help the environment. The gender is for everyone who can drive, this also counts for the age 18+ anyone that can drive, it applies to them.

However there are advert that are high budget as well but have different techniques. For example ‘Its Frothy Man’, this has similarities in the ‘Hate Something’ advert for its high budget and it doesn’t have the use of realism in a sense of, its characters and how it’s presented. This advert is a 2D line drawing based animation; it appeals to consumers who are interested in trying new drinks and who of those drinks those sorts of refreshments. Also it appeals to people with a good sense of humor, as it is a funny, relaxed advert.  The adverts purpose is to simply want people to buy their product and to enjoy it, and if doesn’t appeal to some people they are other products similar, and if they do enjoy that’s all they want.

The main character in the advert is a polar bear, leaning against a wall, with his shades on, acting cool. The setting is very little, there is only black and white lines drawn in to make the actual setting, the product is the only thing that is coloured, this is to make the product stand out, easy to look at as other else is white, when he first drinks it you know what the drink looks like, what colour it is. This comes under the mise en scene because the wall is a prop, the shades are a prop, and even the product itself is a prop. Also the setting comes under mise en scene. He then drinks the new product and has affects towards the product.  You can see the affect happening because it shows quite clear what happens to him, he goes a bit crazy.  This can also show that he is having a good time; it shows that he is enjoying the drink. When he first sips he puts his head up and makes a noise, this is to show that the drink has kicked in and to show the viewers a funny side to it, it interacts with the children and it may like real and the drink does do that but its an sketch and most of those kind of adverts are not real, its all imaginative. Also when the polar bears stopped reacting towards the drink, he ‘timbre’ this is a show of when objects and even humans are being knocked down or tired and end up falling somewhere. So they try and make the effects on the polar bear as real as possible.

The facial expression and body language in the Cresta ad, firstly at the start the body language shows a laid back vibe between the polar bear and the viewers as the polar is leaning. The facial expressions on the polar bear is a cool look, the fact that he doesn’t take his dark black sunglasses off show that, for example after he goes crazy and he gets back up he still has those sunglasses on and then he leans back up on the wall, he still wants to show how cool this drink is and what it does. Also its to get children to like him, to be that cool, children want to be like him. So the facial expressions are important in a sense of they want people to like the polar bear. The differences between the Honda and Cresta is that the Hondas BL/FE they show annoyance and excitement of the new product when the chickens throw eggs or when the rabbits have the ear muffs on that’s the annoyance of the engine in the ad, but once that is changed and the animals are chasing the new engine and flying and running around it, that’s shows the excitement of the new product. On the other hand with the Cresta ad there is just a vibe of coolness about it, also when he gets affected by the drink and goes crazy the difference is that they want to show how different it is to other refreshment products. For example, when the polar goes crazy and makes a ghostly noise they want to make it as different as possible for the viewers so they will think more of it. However with the Honda they want to show a difference in how to make something better in its inner self. For example, throughout the Honda advert the soundtrack is playing ‘Hate Something, Change Something’ and that is their aim to please people who care about the environment and do want to change. It’s more worldwide product then the refreshments product, which only a majority of people like the product.

The sound in this ad is only voices of characters, there is no soundtrack playing such as in the Honda advert, the Cresta ad is all diegetic sound, which is from the voice of the bear. The voice is a male rock type voice, its laid back and cool. The reason they wanted to make this sort of vibe towards the viewers is so they can make out that it is a cool ad and lots of people enjoy it, they want to make it an advert to remember. For example when the bear first speaks he says ‘Hi man, this is Cresta new flavour, blackcurrant’ so firstly he says ‘hi man’ this is an instant coolness of the polar bear. The make it out so that he is a cool dude, and those types of people would say ‘man’ or ‘dude’ so instantly he goes straight to being cool. Then when he introduces the new product, his voice when he says ‘blackcurrant’ is said in excitement, when he says ‘black’ it sounds has if its being stretched, so everyone waiting to hear what the word actually is and also getting excited. There is also a use of other sounds from when he goes crazy. The chicken noises, the tree falling and ghost noises, these are also diegetic because they all sounds from an object or a being in the story. The sounds of each of the ‘crazies’ go on all in plant a atmosphere of maybe confusion and humorous noises.  This is to catch the viewer’s hearings and attention.  At the end of the end they speak out the slogan this is also voice over, however they is a change in who is speaking, there is a 2nd voice this was used for the slogan at the end because with a more serious voice over when the product is being spoke about, its brings a more expert of authorities and persuasion and intelligence towards the product so that they can I have a fun ad, but when it comes to the product they want that ot be the most important thing. The differences in that both ads are that the Honda is non – diegetic and the Cresta is diegetic, also the way the Cresta ad actually uses a sketch that is actually talking and you and you can see him talking, and its very thought through in what he says and does. However on the other hand the Honda uses a commentary that is over played with the advert and also that is very cheerful and catchy, so different techniques of persuasion is in use in both ads for sound.

The lighting and colour in the Cresta bear ad. To start with the lighting is all in high key, reasons for this is because it’s a 2D sketch, they want to make it as light as possible without a lot of lines showing throughout the ad, moving and messing it about. For example when the products at the end are being shown none of the drinks have shadows around them its all white were they a placed. However when the polar bear shouts ‘timbre’ and falls you can see the out line of the bear on the floor with a little shadow, but when he gets up it has gone. So there is shadow being used buts it’s very faint and distance because of the way it made, they don’t want patches of darkness in the corners of the ad. The differences in the Honda and Cresta ad for the lighting are that the Honda uses artificially lighting to show how well the product can be. However with the Cresta the lighting is used by pencil lining and sketches to be able to see the ad. The colour in the ad, the only colour in the ad is on the product because that there main priority and reasons for the ad is being made. For example at the start you can see the polar bear holding the product and because the polar bear hasn’t moved yet viewers are concentrating on that red bottle he is holding to see what happens next, and with that bright red and that white background it gives more power on the whole product on its own because people are interested In the colour of things, and its more interesting then just black and white. The differences are in both ads is obvious in a sense of the Honda ad uses a range of colours to catch the viewers eyes but they have a dark, grey product that they are selling so the background colours is actually catching the viewers eyes and not the colour of the product, but that’s different with the Cresta they use the technique of forgetting the setting and just use the product as the colourful main thing so that the viewers don’t have a choice but to look at the product and be interested. As well the slogan is wrote on the screen aswell as in vocal, this is to make the viewers picture it more and remember it, also its in black bold writing so its hard to forget. So again there is different techniques used in to pull the viewers into the product.

Editing in the Cresta bear, it’s a 2D sketch, its all 1 long predominantly duration shot, so its basically straight cut, from when he says ‘hi’ to when he says ‘its ok.’ This is to show that it is real, that there isn’t any parts added in, or cropped out. When he finishes it jumps to other products plus the one being advised. The jump is used because the other parts of the ad are all happening one after one, like a flipbook. Then as to end the ‘flipbook’ stops then the products come out to be shown. The similarities on both the Honda and Cresta is that they both are straight cut throughout, they both use this technique because it’s an easier technique then just cropping or adding parts in, also it makes more sense to the viewers if its all simply and not complicated. The difference in the editing is that the Honda uses it as a straight cut of following and making sure the viewers see every bit of detail. For example following the engines around as they are flying it is like someone following them. However on the Cresta ad the polar bear knows it is being watched and that there will be very little editing because its like he has done it many times before.

The use of the camera in the Cresta advert also varies just like the Honda, firstly starting at the end of the advert, it had the examples of the varied product flavours, this is in close up, the reason it is in close up shot is because it is a white background, nothing interesting they just want to focus on the product itself, and that shot was the best for it because one, if it was long shot was used there would be to much background and the product will be quite a distance to see, also using big close up, the disadvantages there would be that the product would be to far in to make sense towards the viewers. Also you can see that the camera when the madness episode comes most of it is in extreme close up, for example when the ‘ghost’ appears his face covers the whole camera while making those noises, also when he ‘timbres’ and is on the floor they use ECU. However on ‘timbre’ as he is falling they use long shot when he is shouting ‘timbre.’ But then goes straight into low shot angle to make it look like is really tall and about to fall, just like a tree would do.  On the other madness noises there is a use of long shots and medium shots, this is to show actually want he is doing and how he is reacting. The similarities in the Honda and Cresta ad are that they use a range of shots and angles to show the product at its best. The differences are that the Cresta use there’s to make it more exciting otherwise viewers will found it boring and dull because there is no colour and there wouldn’t be any exciting shots going on. However on the other hand the Honda uses there’s as a serious, more this is what we are going to do note. Otherwise people are not going to take them seriously because actually they do mean it and they are there to help.

The audience for the Cresta bear is for mainstreamers, its for everyone that enjoys that kind of drinking product, even though the advert is made at the ages of kids to teenagers everyone might enjoy it. The gender is both genders, so everyone can enjoy the experience of the drink.

On the other had there are advert that are high in product or products and high in value of how the advert is. One of the examples is the Christmas Iceland ad. This advert is about food products and persuading consumers to buy their products. This advert intention for consumers is to enjoy Christmas, and to buy their products so they can enjoy a better Christmas. It shows gluttony and sex appeal, the reason this kind of advert shows sex appeal attentions is that they get the women in the ad to persuade the man to stay and they use the products to flatter the mans ability.

The setting in the ad is a Christmas theme, it consists of bright lights, and this links to the Christmas feeling that is being browbeaten. The effect that it gives the viewers is a warm, cozy effect, feeling fuzzy cozy and warm, which gives a positive reaction towards the advert. The settings is set in a house, the walls are beige, white. This as an effect on what is around it; the colours around it can stand out more. Also it is very spacious this is so the party can be more fun and there will be more laughter because with more space, more things can happen. The products of the food is spread around the room, this is so that where ever you go around the room the delicious food will be tempting to eat. The props in the advert are the products food, which is perfectly laid out, no product looks deformed, misses shaped or different. For example when she eats the king prawn the other women shapes the food out do so it looks even and as it did before she ate the product. The purple tablecloth is a prop that represents the wealth of the advert, however the ad is advertising cheap food so in somewhat case there is irony between what is in high income to the product and low income to the product.

 The body language in this ad, firstly it’s a Christmas ad so therefore there is going to be excitement and happiness. Their body language is very positive; they show that they are confident in themselves and mostly confident in the products. Also their body language shows a bit of flirty ness that being aimed at the male character for him to stay. For example when they talk about the creamy gheteaux, and does he want to ‘share,’ does he still want to go? The body language all of a sudden changes to cheekiness and in which way ‘naughty towards the male character.’ The facial expression throughout the ad it fells like there is only one, which is to smile as much as you can throughout. This is because its meant to be a happy exciting event, so therefore with the characters being happy and being excitement about the products, this will connect the viewers to also be happy and excited which therefore the products will be sold out. For example when the products are being pointed out, for insists the chicken skewers, you can see that the two female characters, one of them is putting a few on his plate, with the smile on her face and the excitement of other people trying the product. Meanwhile the other female character is ‘singing’ to the viewers with a big smile on her face. So the body language and the facial expression are all connected together to make the ad entertaining and pleasurable to watch.

 The lighting in the Iceland advert, firstly the ad is in high key, so it’s bright with a few shadows. The first shot is from outside, where it is snowing so the light there I very bright and white. This is to show the mise en scene of the ad, to help the viewers understand what kind of advert it is. With it being high there are little shadows, these shadows are from the objects and props that a surrounding the room.  The reason for this is so that the viewers get the feeling of it being all real thinking it actually happened. The lighting inside the house is shadowy, this is to show the winter feeling with it not being as bright outside, the rooms in the house aren’t that bright without the light, they lighting in the house is all from a few light bulbs to give the effect of realism in the advert.  The colour in the advert firstly, the walls are beige white, this is so that the other objects and props stand out that are around the room. The colour of the decorations behind of what’s going on shows the traditionally green, brown, red and white colours that represent Christmas. This is to show the theme of the event and to get the viewers into the sprint of Christmas itself. The other colour that also stands out is the tablecloth, as a mentioned at the start it is to show wealth at the party and to make at that so is the food, even though it is at cheap pricing. Also the colouring of the food on the table, Iceland product sale as frozen food they sell microwave dinners so the fact that the food looks so colourful and dull, this also catches the viewers eyes because it looks delicious and not at all edited in anyway to make the food look good.

 The sound in the Iceland ad is a big thing it relies on the sound. The sound uses intertextuality by using the cover version of ‘baby its cold outside’ by dean martin this is diegetic sounding because the music is playing within the world of the party.  Also they’ve set it as a form of an old fashion American musical film because of the way they have sung and the way they have presented the ad. Also they make the own twist to the sound track by adding they own lyrics that are to do with the products to help advertise, however they still use the music. For example when Kerry says ‘ we have it all take your pick.’  This shows that they have all the Christmas food products, just take your pick. However it is also not in the lyrics of the song, so therefore they’ve made some lyrics up to promote their products.

 The editing in this advert, firstly its all-straight cut, it is shown on one screen with the characters moving from side to side around the room. It is all straight cut apart from when all the products are being shown then the graphics fades in at the bottom of the screen and shows the prices of the product being shown and the name of the product, it is also shown with a Christmassy glittering way. For example the gateaux the information fades at the bottom of the screen and the price, also the fact that the pricing is bigger then the name of the product, this is because they want to show the viewers that it is really cheap and that it stands out.

 The use of the camera varies throughout the advert. The main shots are Close ups, medium close ups, medium shot, medium long shot and long shots. To start with the medium shots, this shows the body language forming from each main character, as they move around the camera trails showing happy dance movements. This makes the viewers want to become apart of that party and to enjoy themselves. The close up shots show expression on the characters faces, that they are happy, this leaves the viewers happy and excited because of the characters enchanting smiles making them feel good about Christmas and the products. Also the close up shots of products being advertised, this gives the viewers an idea of what the products are like and also the intention of buying them. The long shots show the saturated, very decorated background of the house. The dynamic camera pans around the room to show the enjoyment of Christmas with the cheap refrigerated food. The camera shots vary around what is happening so that the viewers are able to see the most important things when needed.

The audience target is for inspirers, people who are on low budgets and cant afford alot. This is so that they can afford it, also enjoy a christmas in this sense like everyone. The age group is for single mums, any age. They wont to do both for there children and buying cheap products to try and make Christmas special thats what they will do.

There is also another advert that are high in product and high in production, and that is ‘pure clean’ Ariel advert. The intentions are to persuade consumers that they’re the best cleaning product and this is the reason why. Ariel ad uses the five senses to be able to persuade consumers, this technique is used because with a cleaning product the five senses especially smell is important to the viewers because with smell clean clothes, they will want to buy more.  The exploitation of weakness for this advert is pride because it is an advert that dwells on how exclusive and superior the product is, and it also shows the upper class setting. Also it advertises maternal and paternal love because the advert is advertised for adults and there is going be some with children so it suggests care and support for that child.

 The setting of the Ariel ad changes constantly, however the first shot is a shot of the valley it is a idyllic environment it suggest community, covertly suggesting ideal of close family existences. Also the housing is idealistic and old fashioned this can enhance on suggestion of the ideal of 'natural' existence. There is nothing artificial; it is a rural pastoral valley, which gives the viewers a fell of being isolated because it such a small village and the fell of being close to everything. It looks somewhere where the viewers would go on an idealized vacation because of the way it looks and how and how well it is presented. The differences between the Ariel and Iceland advert, firstly the Iceland settings are modern and an event that is Christmas is taking place. However with the Ariel the setting change constantly and they setting mean something personal to Ariel but with Iceland the ad is for everyone who enjoys Christmas. The props in the Ariel advert, there is varies props that are iconographic props and screen action suggests purity & cleanliness, for example when the lime is being squeezed and icicle from lamp – post is being pulled off. Also the white sheets with the blue bright sky with white clouds gives the viewers a sense of calmness.

 The body language in the Ariel ad, firstly they use the five senses, so each sense the characters have to make an impression of whatever that sense is for example when the sense of sound is said when the narrator says “or something you cant” the little girls body language is positioned as her just sitting there and looking at the window to try to hear that sound. This draws the viewers in because talking about the five senses into a cleaning product people would find it hard to put those two topics together. Also the relaxation towards the product for example when the women is looking up at the sky, it is all calm and peaceful and her body language shows that by her looking up and not saying anything and her body is just still while she looks up. The facial expressions show happiness towards the product, for example the last clip when the little girl is running and covering herself in the white sheets that were washed by the product and laughing while her mother is chasing her, this shows the togetherness in the family and the happiness that the product can give. The similarities between the two adverts is that the Iceland and the Ariel advert show the togetherness of friends and family, for Iceland there is a Christmas party and everyone is there, enjoying themselves, this also happens in the Ariel advert the togetherness and the closeness with family is the similarity in both ads. The differences between the ads are that the Iceland ad shows a sort of fakeness towards the expressions and body language because they are smiling constantly and there is no concept of sadness, however with the Ariel it shows pureness and expressions that look real and the characters actual feel like that.

 The lighting in the Ariel advert is in high key, the light is soft its like the light is mostly natural, this could resent to the Ariel product itself to be calm and natural. This natural lighting works perfectly with the setting background and the small world they have created in the ad because this shows the viewers that there is no fakeness, it all real even the lighting. The small world they have created for this ad is calm and peaceful, the viewer’s imagination then links on what the adverts little world is actual like and because of this product this is how it is like now.  The differences between the Iceland and the Ariel ad is that Iceland lighting is dim and warming to the viewers making them feel how they feel in the ad. However with the lighting in the Ariel advert it is personal to the product because it’s their own little world that they are living in that no one else is living. The viewers can’t think in deep thoughts in the Ariel ad as much as the Iceland ad. The similarities between the two ads are that they both show a sign of natural lighting, in the Iceland advert the housing lighting feels like a dim light in the house, that hasn’t fully turned on yet, this gets the viewers into the mood of Christmas and their product. However with the Ariel the natural lighting is mostly from outside, this gives a reassuring of realism and effects the viewers because with the realism they can trust the product.

 The sound in the advert, firstly the advert is based on family and being together. The advert 'Ariel pure clean' uses diegetic and non diegetic sounds, such as the women narrator talking through the advert this is non diegetic because she was talking when the advert was being recorded, so you are able to hear her voice clearly with no interference such as 'Lag'. She keeps the advert very smooth and her calm voice helps with the calm product that is being advertised.  The sound is based around the five senses for example when the women looks up in the sky, something you see, the cracking of the icicle, is the feel of things, the squeezing of the lime something you smell, the icicle cracking something you touch, the girl singing something you hear. These sound are all diegetic, these effects give the viewers a way of finding something ‘pure and clean’ just like Ariel. The similarities between Iceland advert and this advert is that the sounding also both got diegetic sounding, however there is only one use of sounding in the Iceland ad but in the Ariel ad there is a vary of sounding. Another similarity is that there sounding goes well with each of there ad. The Iceland sounding is about Christmas and the sounding for Ariel is about the 5 senses and the pureness of those.

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 The editing in the advert, there is a use of cross fades this is based around the theme of the five senses, therefore a cross fade happens between each sense. This gives the viewers knowledge of each senses and what it is.  Also the ad uses slow motion to make the advert even more calm and peaceful this gets the viewers in the mood for a quiet, peaceful product. There is a use of quite quick shots and uses of straight cut to transition between them.  The differences between the editing on both adverts is that the Iceland editing is simply uses fades just for the products that are being shown but on the other hand the Ariel advert uses editing techniques to make the viewers fell what they are feeling, with the five senses. The similarities between the editing are that there is a use of straight cuts in each ad, however they do vary in the Ariel ad.

 The use of camera in this advert it varies, firstly the first shot is extreme long shot of the valley, and this is to show the viewers what the setting is like throughout the advert. It then cuts to a medium close up with the character to the left, after it goes into a low angle 360 rotation just like a washing machine would and the white cloud representing a piece of clothing, graphic match. The little girl is then shot which is a close up focused on the girl and UN focused on the lime. This is so the viewers can see the expression of the little girl that she is waiting for maybe the washing machine to stop. The washing machine at end and girl going round in the sheet, just like the washing machine that cleaned that sheet. That shot is a medium shot. This is to affect the viewer’s ability to understand what the product is all about and how well it cleans. The similarities between the two ads, is that they use their shots to explain what their product is about. For example in the Iceland advert, when there was examples of the product, the shot showed all of the product not just some of it, for the Ariel advert when the product is shown at the end it shows the whole product after explaining how it effects you. The differences between the adverts are that the Ariel use a range of shots to support and advertise their product, however Iceland use medium long shot and close up to advertise their product.

 The target audience for the Ariel advert is for mainstreamers, which is average people, so everyone. However throughout the advert there isn’t any man being shown, there maybe a boy shown but he is being adventuress and gone and explored and the women and the girls have started at the house, this shows a sense of being sexist because the women ive been left at home doing what ladies should be doing well the men and the boys go to work or go explore. So therefore its for everyone but mostly pointing at women, white women. As you can see there isn’t any other race in the ad apart from English ethics, it gives the audience who are a different race that they are not welcome to using this product because the pureness and the cleanliness always comes down to the colour white.