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ANALYSES OF ADS

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**Abstract:** Advertisements can be a useful way for marketing professionals to spread word about a company or brand. Each advertisement requires time and attention, and some professionals use ad surveys to aid with this process. If you're interested in a marketing career, consider enhancing your ad analysis skills. In this book, we define what an ad analysis is, explain how to perform one, and give you an example to refer to.

**Key words:** *Music or audio, Characters, Tone, Visuals, Message.*

What is an advertisement analysis?

Professionals use ad analysis to produce effective and unique advertisements. Each stage of the process is covered in this report, including the design, production, and delivery of an advertisement. Marketing specialists use both qualitative and quantitative methods to measure the success of an advertisement, which can help them improve their advertisements. In addition, the report can help a company develop campaigns that appeal to the intended audience.

A successful ad campaign requires several elements that must be considered, such as imagery, lyrics, or music. Other elements include persuasiveness, the main message, or the main goal. To win business, promote a company, or advocate for a particular issue, advertisers try to send a compelling message to potential customers. Professionals who do an advertisement well know the factors that contribute to their own success.

How to perform an ad analysis

While each marketing team has its own method to ad analyses, there are a few tips to follow. Consider using these steps as a starting point for an ad analysis:

1. Ask questions

It's important to ask questions about the advertisement at each stage of the process. Professionals can be aided by these questions in recognizing details about the advertisement's message or mood. They can reveal areas of the ad that need further investigation or portions that need to be improved. To see if the final product met the original objectives, consider asking these questions during the design phase and after publishing the ad:

- Does the advertisement contain any characters?
- What is the situation? What does the setting mean about the overall message?
- Who is the intended audience?
- How does the corporation use the terms in this ad?
- Is there a scene in the ad?
- What do they say?

- How does the advertisement attempt to persuade the viewer?
  - Is the ad offensive in terms of emotion, logic, or ethics?
  - What rhetorical strategies is used by the ad?
  - Is the advertisement about any political issues?
  - What is your position on this issue?
2. Analyze the key points of interest.

Professionals in advertising and marketing often rewrite an ad's key points of interest before approving it. Marketers can use this information to create marketing materials that effectively communicate a message to their target audience. Identifying the purpose:

Identifying the purpose: during the development of an advertisement, identifying the purpose and making sure the advertisement clearly communicates how it can help the advertisement achieve its intended purpose are among the strategic analysis techniques.

Identifying the intended message of an advertisement: the intended message is often divided into four categories: awareness, passion, desire, or action. By identifying the ad's message category, the team will be able to assist in the creation and delivery of the ad.

3. describe the following points:

Analyze the tactical elements after analyzing the tactical elements of an advertisement, it's important to examine the other elements because each element in an advertisement can influence its relevancy with the intended audience. To ensure that the ad's message resonates with the intended audience, carefully choose it.

- **Tone:** the ad's tone is determined by the viewer's perception or attitude based on the intended message and goal. Different tones can be factual, emotional, amusing, humorous, biographical, or motivational.

- **Characters:** any character or actor in an advertisement is included in the advertisement. The character often conveys the ad's message to the audience, and it's common for the character to act or speak in ways that align with the ad's objectives.

- **Music or audio:** an advertisement's background music can help to define the piece's mood. Whether the ad has a popular song or suspenseful sounds, it can provide context about how the advertisers want the audience to perceive it.

- **Visuals:** the visuals in an ad create the mood and convey information about the company. The setting and images are two crucial elements that can influence the success and brand identity of an advertisement.

- **Message:** each element of an advertisement contributes to the overall message that is conveyed, including what the characters say and what the audience sees. Clearly identifiable messages can improve the ad's effectiveness in interacting with the target audience.

4. Determine results

After reviewing the advertisement, try to determine your results in order to improve or learn from it. Consider asking your staff if they correctly displayed the content of the advertisement to achieve its goal. To see if an advertisement met the intended objectives, you can look at sales data or brand awareness rates after it airs. By analyzing previous ad campaigns, your marketing team can improve their campaigns and promotional materials. Consider compiling these findings into a report and presenting your work to a marketing executive within your organization.

#### Ad research example

Although each marketing team can use ad analysis in different ways to achieve their specific objectives, it's important to evaluate each component of the advertisement. Here's an example of an ad analysis performed by a marketing team: ad analysis: here's an example:

*A shoe company, Clearwater Sandals, produced an ad to launch their company. The advertisement it aired featured two people wearing their water-resistant sandals, walking through a river that had clear water. The surroundings were lush greenery, and the music playing was soft and peaceful. The narrator said, "Clearwater sandals are designed for effortless wandering and carefree adventure. They resist water and encourage you to enjoy your walk wherever you go." Then, the scene faded to display the company's logo. After this ad aired, the marketing team decided to run an analysis of the ad, with the following report:*

#### Clearwater Sandals ad report

**Objective:** to create an ad that effectively promotes clearwater sandals, increases sales by 25%, and increases brand recognition by 10%.

#### Key questions:

Who is the intended audience?

The intended audience is a group of people who enjoy hiking or walking outdoors, particularly those who require shoes to wear in the water. How does the advertisement attempt to persuade the viewer? The ad aims to persuade the audience that these shoes can be worn anywhere. It uses a logical approach to show the viewer how the shoes work in the water. In addition, the narration provides a gentle tone that encourages a sense of adventure. The team chose this tone to appeal to our intended audience of people who enjoy hiking and walking outdoors.

**Objective message:** awareness was the intended goal of this ad. The ad was designed to raise awareness of the new product in order to encourage people to buy it. Since clearwater is new to the market, it also wanted to raise awareness of the company and brand. Both of these target messages align with the main point of the advertisement.

#### Tactical elements:

**Tone:** the ad had a peaceful and adventurous tone, which the team used to reach our target audience.

**Characters:** to keep the attention on the product, the ad only depicted the feet and legs of the two characters. The narrator spoke to provide background information about the shoe and the brand.

**Audio:** the music was carefully selected classical music to complement the advertisement's tone. The narrator spoke softly yet firmly to convey that the product was unique and effective.

**Visual:** the ad's visual style was designed to accurately depict the product in action while still portraying a scene that the target audience would enjoy.

*Message:* the ad's central message was that the product is safe and that people can use it in any environment, especially in water. The narrator conveyed the practicality, simplicity, and simplicity of the product while still respecting the intended tone.

**Conclusion:** the ad successfully raised brand awareness and sales in the long run. Since the ad appeared on television and digital platforms, the sales team saw a 65% increase in sales. In the first week of release, the public saw the advertisement more than 150,000 times on social media, exceeding the original target of 10,000 views. In addition, the brand's website views and number of followers on all social media platforms increased by 115% in the first week. This advertisement met and exceeded the intended goal.

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