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Course

Date

Advert analysis

In the modern world, it is hard to imagine a world that has no advertising. Indeed, advertising can be explained to be playing important role in the society as it helps inform or even remind those who come across the advert. Nevertheless, it can also be explained that not all adverts have the intended impact mainly due to the fact that the intended audience of the advert might understand the advert in a different perspective when they come across the advert. This paper features an analysis of an advert that was carried out by Diesel jeans under its popular 'successful living'. The advert was feature in a men's magazine in the year 2009.

Whenever an advert is developed, one of the aspects that those who are developing the advert have to consider is that they need to ensure that the advert can be easily comprehended by those who will come into contact with the advert. For instance, in case of car manufacturers, it is common to find that the car manufactures feature the specific car that they want to advertise and then also highlight the specific features of the car that they want potential customers to know about. The advert that this paper analysis was used by Diesel which mainly focused in designing and manufacturing of jeans.

In the advert, there are many young ladies who are locked up in cages and they are seem to be admiring the well-dressed young man to the extent that they want to ensure that their hands get hold of the man. When one sees this advert, the first thing that comes into one's mind is the kind of situation that the young man is finding himself in since he is in a situation that most

young men would love to find their selves in. Indeed, majority of young men tend to seek attention from ladies and in this advert, the young man seems to have been successful not only at attracting one girl but at attracting many young ladies.

From that view, the main objective of Diesel using this kind of advertisement can be said to be aimed at convincing young men that if they want to live a successful life, then they have to wear diesel jeans. The reason why that is the case is due to the fact that the young man is depicted as having a good life as he can be able to appeal to many young ladies with no struggles while it is known that majority of young men in their lives tend to struggle to attract young ladies whom they would want to date for some time before they can hopefully make them their wives.

Another aspect of the advert can be said to be that the young ladies that the young man is appearing to are not just normal young ladies but ladies that any young man would do anything in order to have a relationship with. Indeed, the ladies are depicted as been modern ladies as they have worn designer clothes and have their makeup done.

Even though there are two men in the advert, the ladies are not interested with the man in brown jacket as he has not work Diesel jeans. Indeed, even the young man with the brown jacket also seems to be amazed by how cool the man in the blue Diesel jackets is as he is clearly admiring the man wearing Diesel jeans.

In view of the colors that have been used in the advert, it is clear that the advert has used bright colors. The use of the bright colors in the advert can be explained to have been due to the fact that Diesel wanted to convey a message of happiness since if the advert has used a different color, it might have been hard for the message that the company wanted to convey to be effectively conveyed.

As noted by Fahnestock (1), adverts feature various aspects. In view of the advert by Diesel, one of the aspects that is present in the advert can be explained as being that of symbolisms. Indeed, the young man who seems to attract a lot of young ladies can be said to symbolize the successful life that the young man is living simply by wearing Diesel jeans. On the other hand, as far as the ladies are concerned, it can be pointed out that the ladies appear to be locked up in cages symbolizing that even some of the ladies that in the past might have not admired the young man due to some reasons are now admiring the young man since the Diesel jeans makes the young man look a totally different man.

In conclusions, it can therefore be explained that the advert by Diesel was a successful advert since it helped to effectively convey the message that Diesel jeans are the best and that anyone who wants to live a successful life has to wear Diesel jeans. Indeed, it only takes one a few seconds to understand the message that the advertisers wanted to convey to the audience and it is for that reason that the advert can be explained as being effective.



Works Cited

Fahnestock, Jeanne. *Rhetorical Style: The Uses of Language in Persuasion*. New York:Oxford University Press. 2011. Print