The ads I chose were taken from 'Cosmopolitan' and 'OK' magazines. The main audience these ads were meant to reach is young adult to middle aged women. When thinking about the women who typically would purchase such magazines I envision young adult women attending college and seeking a relationship, or married women with perhaps children, who are concerned about staying young and attractive for their partners or even for themselves.

The reason these ads are fairly effective if because they attack women's confidence by displaying beautiful, thin, and young women. The women in the ads in a sense are supposed to set a landmark—that's how attractive women are supposed to look. The ad sets a standard or expectation that the readers at that point can hold themselves to. Unless the reader/audience looks like one of the women in the ad they have fallen short, and thus need to purchase the product to correct the problem.

The imagery in both ads evoke thoughts of happy feelings or memories. In the first ad ("Cosmopolitan" 73), a young woman stands on the beach. She looks young, healthy, and happy as if she were on a vacation. The second ad ("OK Magazine" 45), displays two celebrities wearing Christmas clothing. That evokes not only the thought of a joyful season of giving, but also of a season of goal setting and changes. Goals such as losing weight. The pictures on the ads promote youth, sex appeal, and beauty. The ads went with alluring colors of clothing—one is a pink bathing suit, which is feminine, young, fun, happy color. The other ad chooses red sexy Santa outfits. I believe the red alludes to wild, naughty, and devious feelings and images.
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The ads use large, bold letters to draw attention to words such as ‘hot’, and ‘new’. The word new, for example, means that this product is unlike the failed methods women may have tried in the past to lose weight. That implies that this method is more up-to-date and revolutionary, so it may actually work. The first ad claims it is a number one selling product, thus implying that it is working for consumers. The second ad displays quotes such as ‘I’ve reached my goal!’ and ‘I love my new body!’ implying that by using it the reader would obtain the same results.

The irony of the ads and of the emotions they evoke is that women will purchase the product with the end goal of becoming happier. By losing weight or appearing more youthful and attractive, they will be armed to achieve their goal, whether that is to get a partner or to get a new job. The product offers an ‘easy’ way of getting what they need to be happy. However, the truth about health and weight loss is that without proper diet and exercise even if results are achieved (although that is unlikely), they will not be maintained. The product that was supposed to bring happiness then becomes a disappointment. When results are not achieved or maintained, the product does the exact opposite of what it was purchased to do—it will bring more feelings of inadequacy.

I feel that the images the ads portray disseminate an unrealistic view of what average women should look like. They create almost unobtainable goal, only setting up the user for disappointment. In addition the ads are also deceitful because the young, thin women portrayed are most likely not users of the sponsoring product. They are simply models or celebrities who have been paid to represent the product and brand.

In conclusion, while these ads may be appealing they are also misleading. A possible solution to this problem would be to show average women, who obtained real results by working hard. Obviously, advertisers know that this realistic view would not sell their product. So in a sense, something that is so
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detrimental to the self esteem of women in this country is supported financially by the very women it affects.

Comment [LM17]: ah...interesting
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Works Cited


http://www.dianahacker.com/resdoc/p04_c08_s2.html#41

Comment [LM18]: You can look here for the more precise way to cite these ads...you are close, but not exact...

Comment [LM19]: Good...some good interpretations and explanations