Written Rationale Example

**Purpose:** The purpose of my advertisement was to sell protein supplements

**Target Audience:** My target audience was men aged between 25-40. These men would most likely be single and have a disposable income.

**Context:** This advertisement would most likely appear in magazines such as ‘Men’s Health’, ‘Ralph’ or ‘Zoo’.

**Techniques Used to appeal to Target Audience:**

One technique I used to appeal to my target audience was a celebrity endorsement. I used Mark Wright who is a reality TV star from the show ‘The Only Way is Essex’. I chose Mark Wright as my celebrity endorsement for two reasons. Firstly, Mark Wright has the type of body most men aspire to have, so young men looking at this advert will think that if they use my product they will achieve the type of body Mark Wright has. Particularly because in this advert Mark Wright claims his body looks good because he uses MAXtreme Muscle products. Secondly, I decided to use Mark Wright as my celebrity endorsement because he has a reputation as a ‘player’ and many men look up to him as the ideal man because he is powerful, wealthy and attractive to women. This means men looking at my advertisement will think ‘if Mark Wright uses this product, it must be genuine and really work.’ Also, Mark Wright has the type of athletic body that many men would like to have and because he claims to use MAXtreme Muscle products men looking at this advertisement will think that his body looks so good because of the product.

The second technique I used to appeal to my target audience was persuasive writing. I used some rhetorical questions, ‘Want power? Want strength? Want to build muscle fast?’ These questions appealed to my audience’s desire to be strong and powerful. I also used suggested that the product was ‘scientifically tested’. I used this phrase because it would convince viewers looking at my advert to think that the product has been tested and proven to actually work. This would make people buy the product because they think it will give them the results they want. I also used emotive language. I wrote that the product will give them results in ‘just three weeks’. This suggests that the product works quickly. I also stated,
‘Get the body you’ve always wanted’ this makes the audience feel like they are being spoken to directly and encourages them to feel positive about the product.

I also used symbolic codes to appeal to my target audience. I mainly used red, yellow and black in my advert. The reason I chose these colours was because red usually stands for power and strength. Yellow is a colour that has positive connotations because it is associated with the sun, outdoors and fun. The setting that Mark Wright is in is also symbolic. I chose a beach setting because men like to do outdoor sports so this would appeal to men. It is also a good way to remind viewers that they will want to look fit and attractive when they are at the beach. This may motivate viewers to buy the product.

Technical codes were also used to attract my audience. I used a mid-shot of Mark Wright so that viewers could see how muscular he is. I needed for viewers to see this, so that they would think the product will make them as muscular as he is. I also carefully considered where on the page I wanted to put the different pictures and captions. I decided to make the photo of Mark Wright as the focus because I wanted people to see his body and feel envious and then wonder how he achieved such a good body. I put the picture of the actual product (protein power) next to Mark Wright and underneath the caption that has Mark Wright’s endorsement. I did this so the viewer would look at Mark Wright first, then read his endorsement and then look at the picture of the product. I put the slogan in the bottom right hand corner because that is usually the final place the viewer’s eye goes to and the last think they will remember from the advertisement.