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The ad that's being shown is a Volkswagen ad. According to www.MSN.com "Volkswagen is a German automotive manufacturer that is perhaps best known for its "people's car" that would later become the VW Beetle". Those small punch buggy cars that people usually see are made from Volkswagen. New technology is being advanced almost everyday. Even cars are being driven by themselves like Tesla. New technology assists people in an easier way. Cars are being made with more technology inside of them. One advanced technology that is in cars is a back-up camera that helps people park in tight spaces.

This ad helps the audience to show that with the camera help it's easier to park. The ad consists of a gray background to give it a depth. The 3 fishes are symbolized as 3 cars and the hedgehog is represented as a car that's going to parallel park. As parallel parking in real life can actually damage the person's car. This is why advancing cars each year is important because not only getting into an accident can cost people car insurance to go up but also hitting a car by mistake while parking. Another reason Volkswagen company created this ad is also because they want to make more money and this ad convinced a lot of people to buy their product because it will make their lives easier for them to park and wouldn't worry about hitting someone else. Another imagery of the Volkswagen ad, shows that some cars can be really sensitive. Parallel parking is about taking your time and controlling your movement. If the hedgehog slightly hits the fish bag it will leak from the smallest touch.

According to www.Businessinsider.com, "A clever new Volkswagen print ad compares the difficulty of parallel parking to how tough it would be for a spiky hedgehog to squeeze between two goldfish in vulnerable plastic bags". The important aspect this ad is showing is simplicity and straight forward. As anyone can observe the ad is showing a direct message that you have to be precise when it comes to parallel parking. In the reading, Roland Barthes' 1977, "image immediately yields a first message whose substance is linguistic; it's supports are the caption" The author quote can relate to the Volkswagen ad because as the audience can see on the bottom right it reads, "precision parking". Taglines in ads can give the audience a direct meaning to the message. The precision parking is a new feature for the car.

Taglines are also an important factor in advertisement. Taglines are a catchphrase or slogan, especially as used in advertising, or the punchline of a joke, refer to the dictionary. The

precision parking tagline in Volkswagen means that the car is trying to prove that the park assist offered by Volkswagen is very accurate based on <https://advertisingdesign-e.weebly.com/>.

Target audience in ads grabs people's attention to make them buy the product or invest into the product. With advertisements the main goal is to get people to buy whatever you're selling or get a message across. Based on the Volkswagen ad, the target audience seems to be for people that want a better parking experience, as Volkswagen to be known as small cars. The creator of the ad wanted to give the audience an appealing and pleasant nature look. By using animals, the ad gives it a natural look. This helps to please any age of the audience. The analogy is the 3 fish and the hedgehog, 2 comparisons in one image.

The Denotation of the ad, according to <https://www.zurekdesigns.co.nz/>, "three see-through, plastic bags filled up with water with goldfish inside them. The plastic bags are tied up and form an imperfect sphere. Between the three plastic bags, there is a porcupine with sharp quills. All the props are lined up in an important order and all of that happens on a simple white background". The denotation gives a direct visual: there are 3 plastic bags of fish and one hedgehog but the connotation is the bags filled up with water may connote the idea of being fragile, easy to pop when the hedgehog touches it with their spiky backs.

In conclusion, advertisement is one of the most important factors of getting a product to be shown or getting an important message across. The importance in ads is key factors being obtained in them. For example, the target audience is for grabbing people's attention with type or imagery. Taglines are important because you want people to remember a line that can stick to them. A good ad should have a person have a reaction, think, laugh, talk about it, or make them look twice. The Volkswagen ad gives a visual representation of how imagery in ad can be

explained without using words. If a director can make sense by using only imagery within an ad and get people to get it right off the top, then the director is doing a good job. By the looks of the Volkswagen ad you can tell a plastic bag with a fish and a hedgehog is the odd one out. And if the hedgehog back up a bit is going to pop the plastic bag with a slight touch as a car would hit dent another car when the touches especially when reversing. The alignment gives a parallel park alignment you would see in streets. A picture is worth thousands of words.

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<https://www.msn.com/en-in/autos/photos/20-surprising-facts-about-volkswagen/ss-BBMkRew>

<https://www.businessinsider.com/ad-of-the-day-how-to-parallel-park-as-successfully-as-a-hedgehog-between-bagged-goldfish-2012-12>

<https://advertisingdesign-e.weebly.com/>

<https://www.zurekdesigns.co.nz/>