

Codes and Conventions of TV Adverts

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Importance of TV adverts

The internet may grab all of the attention these days, however, TV is still the main type of media for broadcasting adverts. TV advertising is the most powerful and persuasive tool for reaching consumers. TV adverts will allow you to show and tell a wide range audience about the consumer's product. TV advertising still offers the best way to tell your story in an engaging, consumer friendly format.

To create an effective TV advert, it's necessary to have a good script that highlights a strong offer. Ads must also be effectively produced and it's for this reason that it's often better to enlist the services of an advertising agency. TV reaches a much larger audience than local newspapers and radio stations, and it does so during a short period of time. TV advertising often reaches consumers when they're at their most attentive and alert. Consider how many people, after a boring day at work, look forward to watching their favourite TV program.

Codes and Conventions

Every TV advert has different codes and conventions and different target audiences.

Conventions of a series of adverts is that they create an emotional response as they become quite familiar when you follow their lives forming an emotional bond as they become part of your life and subsequently selling their product. They are often drama or comedy series and their target audience is families so would be aired at an early time when families would view them and might be shown on the breaks of family TV programmes like Doctor Who or strictly come dancing.

Contrastingly, conventions of a documentary style advert are that they play with our emotions by using a vulnerable character such as a child, an older person or an animal. They include some sad music and something bad happening to this vulnerable character to make you feel what they are feeling and feel sympathetic. The target audience of this style are older, working adults as they usually ask for a donation so would target people who earn money. This style of advert might be targeted at programmes for adults such as Silent Witness or Lost so they would reach their target audience and get more donations.

TV advert – DOE Road Safety Advert

https://www.youtube.com/watch?v=u9_42_cOm9E

This advert was aired in 2012 by the Department of Environment Northern Ireland to promote road safety.

This advert is a dramatic realistic narrative as it shows realistic events of what could happen to anyone.

Codes and Conventions

Codes and conventions that make this advert a documentary and dramatic style are:

The lighting- well lit

Editing

Music- fits well with the advert. Slow and calm.

The storyline- dramatic, realistic

Codes and Conventions- Lighting



Good lighting so the audience are able to see that the dangers aren't just at night, but also during the day too.

Codes and Conventions - Camera



The shot of the speed dial shows the speed in which the driver is going-35- which could be above the speed limit.



The shot of the drivers face shows him looking back at the pedestrians, quite annoyed as he could have hit them.



The extreme close-up of the man lying on the floor really helps to captivate the lifeless emotion from his eyes.

Sound and music

The music used in this advert was an instrumental backing track. They then had voice overs from people speaking from their opinion and position on screen, in the advert.

This effected the way the audience viewed the ad, as they didn't think it was very graphic or emotional to start of with. But, when the music stops as the man is hit, it creates a bigger impact on the audience and makes them realise the consequences and importance of Road Safety.

Editing in Advert

The editing, to start off with, is quite slow as it shows us clips from different people. Then, at the ending, the music is cut, with the sounds of screeches from the car and of the old man getting hit. This changes the mood and effect on the audience straight away.

Also, there are a wide range of camera angles shown in the advert which gives the audience a better understanding of what is happening.



Hidden and overt messages

‘Everybody's safety matters’

Basically, drivers and pedestrians need to be more aware of each other on and near the roads to help prevent any crashes or deaths.

‘Respect everyone’s journey’

Characteristics of products or services

This advert is a Road Safety advert, which is trying to promote the dangers when not being careful either as a driver or pedestrian. With this point being put across, viewers are able to see where they can improve their safety on or next to the road. The graphicness of the advert really helps with the emotion and understanding of the point DOE are trying to make.

Target audience

The target audience for this advert is mostly aimed at drivers and pedestrians but also parents as well as it shows people of all ages in danger of being hit by a car. The social class target audience is not any in particular as its not a product, but a statement regarding the safety of everyone when out walking or driving.

The advert would have probably aired later on in the evening to avoid younger viewers e.g. children, seeing it as the images would be very distressing for a child to see a man being hit by a car.

The DOE have created the advert this way to help get the point across about road safety.

Maltesers advert – Periodic, stand alone

<https://www.youtube.com/watch?v=NuURx5PnQro>

This advert was aired in November 2014 and produced by Ric Cantor. The form and style of this advert is that it is a standalone advert because there are no more Malteser adverts similar to this and they didn't make a series of them and the style is that it is periodic because they are shooting a film in the Elizabethan era which you can identify from their costumes.

Codes and conventions

Warm, soft tones



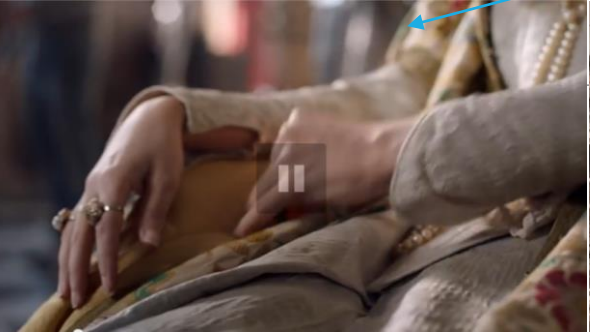
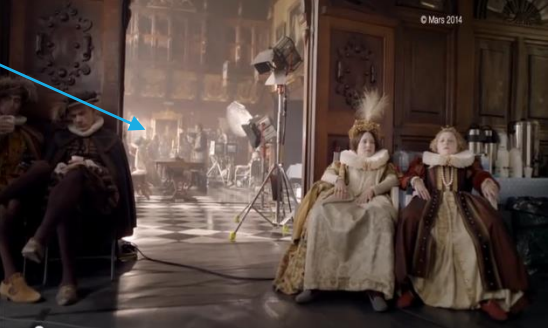
Theme of red throughout the advert from the Maltesers packet to the woman's outfit. This brings the focus of the advert to the Maltesers being sold.

Soft back, natural lighting which makes the advert seem more realistic as it is natural light, this is good as it makes it more relatable and look quite ordinary.

Overview of scene to give viewers an idea of the setting, where they are and what is happening to help you understand the idea of the advert. The setting of this advert is a film set of a periodic film. The people are actors and they are waiting to be filmed.

Camera angles

Close up of hand focusing the viewers attention on the Maltesers, reminding them what the advert is promoting.

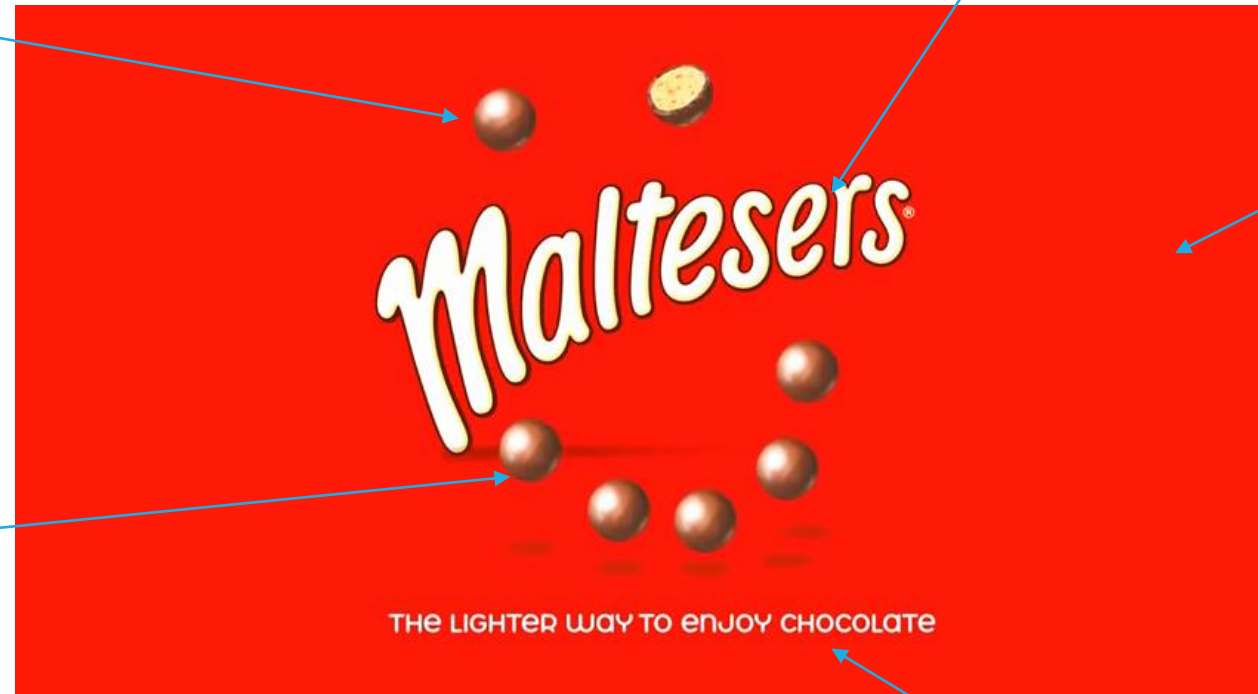


Close up of Maltesers to allow the viewers to see the product and to tempt them to buy the products.

Iconography

Pictures of the Maltesers to remind viewers of the product and what it looks like

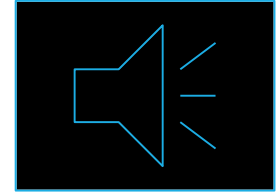
Well known colours red, brown and white from the packets of Maltesers. These well-known colours have created an identity for the brand, making it memorable as they are very bright.



Logo, this has a bold font so that the brand stands out and is clear to read against the bright background.

Bright, eye-catching Background colour. Red identifies love, possibly making customers recognise the packets and branding with their love for the product.

Slogan at the bottom in a clear font that stands out against the background colour.



Sound and Music

The advert has no music to make it seem as if they are actually actors on set and therefore more believable. This use of sound makes it seem unedited, realistic and natural to watch.

Throughout the advert there are sounds of people talking in the background, this makes it seem more accurate and as if they are shooting and directing a scene. This improves the advert because it makes it is more dramatic without sound and it emphasises what they are saying without distractions from the product.

Editing in the advert

The editing in this advert jump cuts around the characters changing from two shots, close ups, mid shots and overview shots.

The editing is quite simple as there are a few cuts but not too many which keeps it feeling realistic and believable for the viewer.

Hidden and overt messages



THE LIGHTER WAY TO ENJOY CHOCOLATE

The slogan “the lighter way to enjoy chocolate” implies that it contains less calories than other forms of chocolate and is better for you. It also implies that it is the happier way to enjoy chocolate by the word “lighter”.

There is hidden message that suggests that eating Maltesers is a sociable activity as they are sharing them and having fun with them by balancing them on their collars.

Characteristics of products

The advantages of Maltesers over other products is that they are lighter than other chocolate products containing less calories and is therefore less bad for you, whereas products like a Cadburys chocolate bar is pure chocolate so is more calorific.

Their Unique Selling Point is that they have a honeycomb centre which is something that not many other chocolate products have and have less calories than other chocolates.

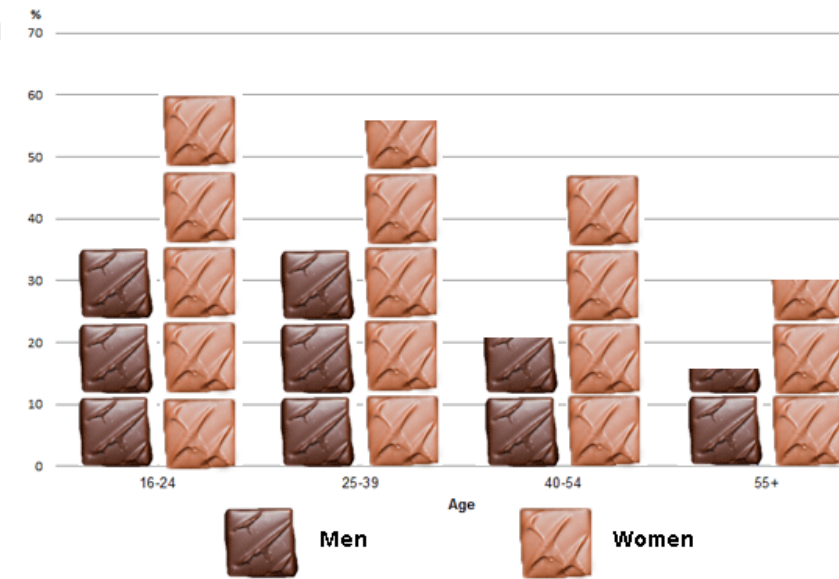
The branding of Malteasers is quite striking as the bright red colour is very well known and recognisable.

Target audience

The target market of Maltesers are adult women because they are featured a lot in the adverts, however, I think this product appeals to anyone.

The lower calories appeal more to women who are typically more concerned about what they eat and number of calories. Also, as shown in the graph, women are more likely to buy chocolate than men.

It would be aimed at working class people who could afford them as they aren't particularly cheap yet it isn't really a high quality, expensive product.



ALDI orange juice advert

<https://www.youtube.com/watch?v=QppZwdMf8aw>

Talking head humorous advert.

Agency: McCann Erickson (Manchester)

Creative Team: Dave Price / Neil Lancaster

TV Producer: Alex Cowley

Film Prod Co: Moxie Pictures

Director: MJ Delaney

Producer: Jess Bell

Post-Prod House: Big Buoy

Editing House: tentthree

Audio House: Wave

The advert was aired in July 2012

The advert is pretty much a simple humorous advert, that is comparing supermarket prices.

Codes and conventions

The location is in a setting in which not much light is needed.

The props in the background and the decor of the house in which it is filmed in is very realistic and typical for a person of her age



The t

Lighting-
Lighting is coming from the background and probably in front

Setting is realistic, gives a sense of realism

Codes and conventions - Camera

This shows a mid shot of the actor



The camera angle does not change throughout.

The same camera angle remains the same throughout, talking head adverts often stick to one camera angle.

Codes and conventions - Iconography

ALDI is the largest font to make it stand out and eye catching

Aldi.
Like brands.
Only cheaper.



Best Supermarket 2012.



The font is black, which contrasts from the background, so it stands out more.

Two logos are used, for example, the awards 2012 logo which makes the brand stand out from other consumers more.

The aldi advert uses many colors and stands out from the title and slogan.

Sound and music

The only dialogue is the actor speaking. The advert is rather humorous and carry's itself pretty well, so it doesn't really need music. If music was to be added, it would distract the audience from what the actor is saying. The script takes a humorous approach, music is not needed.

Editing in Advert

The advert has very little editing in it. Talking head adverts often use one camera angle. The only editing used is the transition at the end when the logo comes up. It is shot on one angle throughout, a mid shot.

Hidden and overt messages

The message of the advert is basically comparing popular food brand prices, its saying you will be better off if you buy this. They have not used a celebrity to promote this advert, this is because it doesn't really need one, it carry's itself pretty well with just a normal person.

Characteristics of products or services

Benefits offered are a cheaper deal, so its saving the people money.

Advantages over other similar products- The advert has more of a direct appeal to people who want to save money.

Unique selling proposition (USP) (this is important)- Supermarkets such as ALDI, were promoted heavily after the recession, this is because people had very little money, so when ALDI came out, this had a direct appeal to the audience.

Lifestyle appeal- Promoting a healthy but just cheaper drink.



Target audience

This advert is mostly aimed at families so the age its aimed at is probably around 30 to 40 year olds. Stereotypically mums normally do the weekly shop so it would possibly be more aimed at females than males. It could be aimed around people with any jobs, depending were they like to shop. This advert I would say is aimed at around Lower middle class audience (C1).

New figures claimed half of Britain's households are now shopping for bargains at Aldi.

Aldi was the most successful supermarket group over Christmas, according to new figures that highlight how discount chains have won over middle class shoppers.

Any Questions?