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This water is better than regular water because it's smartwater!

For this smartwater ad, there are two pages. On the first page there is an article and the far-left side column of the page talking about technology and how it is making it easier to be more productive. Then, finally we see smartwater ad on the second page. There's a large smartwater bottle in the center with text next to it saying "antioxidant" and text on the top left saying, "balance your mind, body and taste buds." And lastly on the bottom left is the smartwater logo with the whole ad being light blue a calming color.

This two-page smartwater ad can be found in *WIRED* magazine being published on October 1st, 2019 on pages sixteen and seventeen. The magazine *WIRED* has an audience of the median age of 44 with 65% being men and 35% being women. I think smartwater is specifically aiming to advertise to both genders averaging the age of forty. This is important, because at this age they could be aging and getting unhealthier. Forty-year-olds are busy with work and family and are looking for ways to stay healthy not having the energy or time they used to have.

Smartwater presents a shortcut to balance their lives and work. The ad may seem to be just selling a bottle of water, but the ad has an unstated message. Balance life and work with a bottle of smartwater, which is seen in big text next to the bottle. This smartwater ad creates a desire of being healthy, that drinking this water will improve your health and balance your life and work.

The need to feel safe is prominently seen in the smartwater ad. This is one of fifteen basic appeals talked about in "Advertising's Fifteen Basic Appeals." This smartwater bottle ad is

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effective creating a desire of being healthy and which gives off elitism by being healthier than others and with the way the ad is presented its meant for intellectuals which I will explain in my essay.

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The ad's intended audience is towards forty years old of both genders typically having a difficult time balancing their work, family, and life in general and are probably getting sick of ads telling them what to buy. The smartwater ad being put in a WIRED magazine and having an article as the ad was for sure not an accident. The advertisement was targeting an intellectual audience who were aging and need a smarter way to balance their life and would stumble into this article which was what they were looking for. And on top of that forty-year-olds probably have the money to spend on expensive water and fulling their desire to be healthier.

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On the first page we read and see texts on the far-left column, which talks about efficient ways to balance your life with apps and gadgets. Considering how busy middle age men and women are, this could be helpful for them meant for intellectual people. This is seen before the smartwater ad to start getting the reader to think about ways to balance their life. Smartwater efficiently places the ad in the right place, being after the article. They do this by first getting the reader to think more thoroughly about how they can balance their lives, implanting a desire to be healthier that the reader may not have thought about in the beginning.

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Then when we go to the second page and the first thing seen is the smartwater bottle popping out, being the largest object in the ad and taking up most of the page. The light hits the smartwater bottle making it shine and casts a shadow on the wall behind it making the smartwater bottle seem special and gives off a vibe of elitism among other water bottles with it being larger and shinier. Whoever drinks this water is elitist because this water is better than

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other water, with the brand name blatantly being “smartwater”. Forty-year-olds have the money to spend more money on higher quality water and that will fulfill their desire to be healthier.

The third detail is small, but intentional by the advertiser. We see the text antioxidant alongside the bottle, sideways being about the same height and width as the smartwater bottle, meaning that the water probably has **antioxidant, which** can be found in whole foods. Giving more the reason to drink the water because it has antioxidants. This is another hint at elitism, if you drink smartwater you will be healthier than others and fulfills the forty-year-old desire to be healthier and overall balance their busy lives.

Fourth, is the text on the second page at the top left of the smartwater bottle “balance your mind, body and taste buds.” We assume they are talking about the smartwater being able to balance your mind, body and taste buds because the text is next to the cap of the water bottle making it seem like if you drink a smartwater bottle it will provide you “balance your mind, body and taste buds.”

The fifth which is another small, but intentional detail is that the advertiser places the ad’s logo/brand several times throughout the two pages of the magazine implanting the logo subconscious into your mind so when seen in stores or anywhere else the reader would recognize the brand. If the reader needs to balance their life, they will remember that smartwater can help with that desire.

The smartwater ad first makes desires for the reader on the first page that the reader didn’t even have in the first place then the reader is shown the smartwater ad to fulfill their desire. Smartwater is a status symbol being expensive water, which represents elitism. The ad makes it seem more superior than other water bottles, sets a fear of being unhealthy. They use

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Commented [JG11]: This is a little circular and too self-evident. You quote and then repeat the quote.

Commented [JG12]: I notice you keep using “you” or “your.” This keeps you from thinking of the ad’s intended audience.

text like balance your mind, and body to get the reader to fix their unbalance and messes lives with smartwater.

Commented [JG13]: In some ways, this paragraph feels like introductory material, especially because you're not focusing on a new subject

Forty-year-olds has a family and are sick of dealing with their children, working at the same job for many years, and are getting unhealthier each year. This smartwater ad is efficient because it fulfills the desire of the forty-year-old who is looking for a way to balance their life and become healthier which is presented in the manner of an article not being not like any other ad. This represents elitism because smartwater will help balance the forty-year-olds life, while regular water won't.

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When I first saw the smartwater ad I was shocked to see water that could balance your mind, body and taste buds. It was just water. Water, in general, is good for you and is what humans need to drink daily. That is the reason why I found interest in this ad. I wanted to see how smartwater was different from regular tap water or filtered water. Or at least why people would buy smartwater over other alternatives.

Stewart,

This paper does a *fantastic* job discussing audience, but the analysis here feels overshadowed. I don't see enough of you discussing how the ad's details add up to the larger appeal. The closing paragraphs, for instance, tend to repeat ideas you've already spent enough time on rather than going into more depth with the analysis. Finally, grammar is an issue in some areas, especially because it takes away from your clarity. Please take a look through my comments for more detailed feedback.

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