**WRI 1: Analyzing Ads (smartwater)**

**Introduction**:

* Context: *Where* and *when* your ad appeared
  + Appears in a WIRED Magazine published on Oct 1, 2019 on pages 16-17
* Audience: *Who* this ad is supposed to appeal to and *how* we know
  + This ad is supposed to appeal to people that want to “balance their mind and body and taste buds”
  + Fear of not being healthy, men aren’t as healthy as they used to be
  + Wired Demographic
    - 65% men, 35 % women
    - Media age of 44 (Middle men age is the audience)
* Ad’s unstated message: “balance life and work with a bottle of water”
* Thesis: smartwater providing a sense of fear not being healthy

**Subject 1**: The smartwater bottle

* Point: Bottle is the largest on the page making it seem special, representing elitism
  + Evidence: taking up most of the page, and is a close of the bottle
* Point: The water is better than other water bottles/water
  + Evidence: The branding on the bottle is smartwater, making sound better than regular water.
* Concluding statement (“so what?”): This ad is saying that smartwater is the water you should be drinking because its better then regular water.

**Subject 2**: The text “antioxidant”

* Point: The water has antioxidant which means its healthy then regular water
  + Evidence: the text is sideways and is touching the water bottle and the word is also on the water bottle under the smartwater logo.
* Concluding statement: According to the ad, this water bottle has antioxidant meaning its good for you.

**Subject 3:** The text “balance your mind and body and taste buds”

* Point: Provides a reason to drink smartwater to help with your health
  + Evidence: The text is at the top left in big text being the first text you read.
* Concluding statement: This water will balance your life.

**Subject 4**: Text on the far left of the ad

* Point: Telling the readers other ways to help balance your work & life so they make it seem like they care about their consumers. Its unique to the ad. Appealing to a more intellect
  + Evidence: Smartwater saying things that can balance your work & life.
* Concluding statement: The ad is trying to use other methods then the smart water to balance your work & life; Making seem like they care about the reader and that the smart water will help you.

**Subject 5**:The ad’s Logo/brand seen several times

* Point: remembers the logo/brand better when seen
  + Evidence The brand is seen two times on the bottom left of the screen and the water bottle has the brand.
* Concluding statement: The brand is displayed many times making you have a higher chance of recognizing it

**Subject 6**: “a smarter way to balance your work & life” on the top left of the ad

* Point: The ad uses several different color fonts to catch the attention of the reader
  + Evidence: the blue writing stands out and encourages the reader to read from first left then to the right where the bottle is.
* Concluding statement: All visual indications of direction in the advertisement lead the reader to the bottle. These provides a flow for the reader, first providing the reader information about smart water then showing the bottle to connect the information to the bottle.