**Subway Foot Long Advertisement**



Analysis: This ad follows many rules in its success in delivering the message in a quick and efficient way. The most predominant one is the power of three, in which there are the hand, the box to the left of that, and the foot long stretching across the screen. The other is predominant strategy is using the reading from top left to right to deliver the most important information first. The fact that something is only five dollars is most important, and therefore is displayed where the reader first is attracted to, being the top right. They also use the fact that viewers view bigger items before smaller items to stress the foot long part, to further inform their reader of what is five dollars, and what that value corresponds to,.