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Book Review

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Ad Analysis

The look in her eyes says it all. Tag Heuer tackles your mind in several ways in order for you to buy their watch. The famous actor/singer/model Cara Delevingne doing what she does best in this photoshoot. The gorgeous model poses in front of paparazzi in a black dress. Her hair parted to one side and her bright green eyes looking directly at you. The blurry background of the photographers flashing more pictures at her make her pop out of the picture even more. The lighting perfectly lit against her face. One notable thing is that nowhere on her can you see any watch of any sort. They used her gorgeous looks to hook you into the ad and explore further on.

The advertisement features a shiny silver watch in the bottom half of the page under their logo. It is a woman's watch with diamonds encrusted around the rim. Diamonds replacing all numbers on the watch. With the Tag Heuer logo in the upper middle and the name of the watch in the lower middle.

Tag Heuer makes an attempt at a social media to make their product go viral. They use the hashtag “#dontcrackunderpressure.” After exploring their twitter you can see they have a large amount of followers and several people posting every day with their hashtag. Looking into other ads they run you can see they feature famous people in almost all of them. Featuring big names like Leonardo Dicaprio and Cameron Diaz. This particular ad fits their overall campaign just like the rest.

The marketings and graphics team over at Tag Heuer do a great job of selling themselves to the average person although their watches are well above the price range of an

average person. The particular watch advertised (The Carrera) is over five thousand dollars. Not an everyday person can afford that kind of luxury. It gets wealthy people to buy their watch and it gets average people to dream about being like them one day.

Their strategies go much further in depth than most people will think as they glance along their magazine. Tag Heuer is primarily a men's watch seller. With the gorgeous look of Cara Delevingne it will strike men as they look through. It advertises a woman's watch with a diamond encrusted watch in the lower half of the ad. The ad uses less words in order to suck people into reading all of it. They slap their logo and slogan in white font against Cara's black dress in order to make it pop so people will read it. With Cara's new actor status starring in the new popular "Paper Towns," people more and more look up to her and want to be just like her. If she goes to Tag Heuer for her watches, so will her fans. Every man wants to be with a woman like her and every woman wants to be a woman like her. Cara Delevigne gives the illusion that if you buy Tag Heuer watches, you will become just like her. The ad even goes into detail about her personality and how it resembles the company. Their marketing strategies are well thought about and well executed