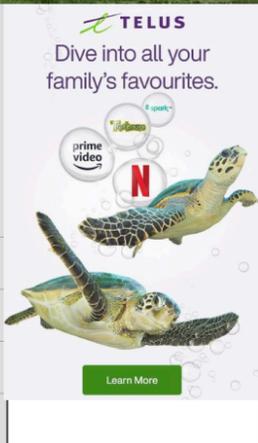
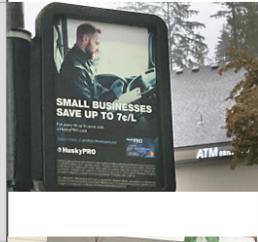
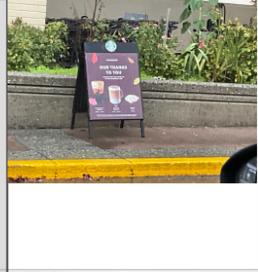
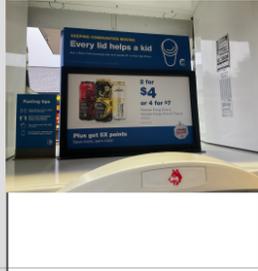


My Reflections on Advertisements I've Seen

<i>(Choose one advertisement from your photo journal to add each week)</i>	Picture of Advertisement	Where I Found the Advertisement	Why was this advertisement created (what is the message they want to send)?	What techniques are used to create this message?	What persuasion is used to appeal to the target audience?	Who is the target audience for this advertisement?
Week 1:		I found this advertisement on Seymour road.	This advertisement was created to promote the ski hill and that it's open.	They included an eye-catching colour and letters.	They used a real person in the ad to show that it's not fake.	The target audience is anyone who wants to ski or snowboard.
Week 2:		I found this ad on Pinterest.	This ad was probably created to promote a new ad on a product for families.	They made the background nice and simple so the images and letters look better and are more visible.	They used a variety of colours and pictures, they also included the logos of popular websites that lots of people like.	This ad is most likely targeted towards families or people who just want to watch shows I guess.
Week 3:		I found this advertisement at a gas station.	The message that this ad was trying to send is that small businesses save money on gas with this card.	The creator of this ad included a photo of someone driving, and that might be more appealing because there is an actual person in it.	They included in the text that people can save money, and people like saving money.	The target audience might be people in small businesses who may need to save money.
Week 4:		I found this advertisement on a sign in front of Safeway.	This advertisement was created to say thank you to the buyers, as well as promoting products.	They used lots of colours to catch people's attention, but a simple coloured background to make the bright colours pop.	The persuasion that is used to appeal to the audience is they included products that they have and make them look appealing.	This ad seems more of a thank you, so probably someone who bought Starbucks before.
Week 5:		I found this ad outside a gas station.	This ad was made to promote a sale on a product.	They made the sale numbers larger so it's one of the most visible things, also dark colours for the text with a simple background.	They showed a few different products they have on sale. (People like sales). They also included more than once to show that it's a good deal.	The target audience would be people who go to the gas station frequently.
Week 6:		I found this advertisement on a bus in Parkgate.	The message that was being sent was that these Dempsters products are made in Canada.	They included huge pictures of the products and the logo along with bold text.	They showed the products they have to catch the target audience's attention. They also included that it was made in Canada which I'm assuming more people would like.	The target audience would be people in Canada.
						

<i>(Choose one advertisement from your photo journal to add each week)</i>	Picture of Advertisement	Where I Found the Advertisement	Why was this advertisement created (what is the message they want to send)?	What techniques are used to create this message?	What persuasion is used to appeal to the target audience?	Who is the target audience for this advertisement?
Week 7:		I found this ad on a truck.	This ad was created to promote the company Van-Whole Produce.	They included a phone number so the audience knows they can reach out to the company easily.	The creator of this advertisement underlined the name in red, and then put underneath it "Service with quality" also in red.	The target audience could be anyone who sees this? I am not actually to sure what to say for this one.
Week 8:		I found this ad on Pinterest.	This advertisement was made to promote Starbucks new beyond meat sandwich.	They used a simple coloured background and bright bold text.	They used an image that would make the target audience want to eat their food. They also included how much protein is in their sandwich.	The target audience would most likely be someone who is vegetarian and doesn't eat meat or someone who wants to eat healthier.
Week 9:		I found this ad on a bus stop.	This ad was created to promote the radio station in Vancouver.	They made sure to use bright bold text Colours because there isn't a lot going on on the ad.	They used a very unique picture in the background.	The target audience is probably someone who takes the bus, as it is on the bus stop.
Week 10:		I found this advertisement on a bus stop.	This advertisement was created to promote a certain type of radio station.	They used different colours of text for different words and a black background.	They put a little bit of writing on the advertisement so you don't have to read much to know the point of the ad.	The target audience of this ad is most likely someone who likes country music.