

Candidate 4 evidence

ENTER NUMBER OF QUESTION		DO NOT WRITE IN THIS MARGIN
C	The purpose of this text is to	
	advertise a new watch to	
	the audience.	
	Society	
	The main image is a close-up	
	of Hugh Jackman, a renowned	
	actor famous for playing	
	strong characters, such as	
	Wolverine from X-men.	
	Because of this, Jackman is	
	often associated with strength	
	and action. This serves to	
	show the audience that the	
	new watch was also to	
	built for strength and action.	
	This is is anchored in the	
	copy, which reads "[the watch]	
	is inspired by performance and	
	the spirit of racing".	

ENTER NUMBER OF QUESTION		DO NOT WRITE IN THIS MARGIN
	<p>Cultural codes help to convey to the audience that the watch is high-end and professional. This helps the advert to appeal to a wealthier audience who are looking for a more upscale timepiece.</p>	
	<p>The use of language that conveys this:</p>	
	<ul style="list-style-type: none">- Celebrity endorsement from a very popular and well-known actor	
	<ul style="list-style-type: none">- The watch is referred to a "chronograph" - the use of a longer word makes the watch appear more fancy and upscale.	
	<ul style="list-style-type: none">- Brand Brand name - Mont Blanc is a known watch brand.	
	<p>Also the the brand is</p>	

ENTER NUMBER OF QUESTION		DO NOT WRITE IN THIS MARGIN
	named after a mountain in the	
	Alps, and Alpine countries	
	such as Switzerland are	
	renowned for the their watches,	
	- The watch itself has a	
	very professional look to it.	
	It has several dials and	
	a sleek black finish.	
	- The copy at the bottom of	
	the poster shows the	
	addresses of Montblanc Boutiques.	
	There is one in Canary Wharf	
	and one in Harrods, both	
	of which are well-known	
	London locations where a	
	wealthier clientele would	
	shop.	
	- There is a clear link made	
	between the watch and	

ENTER NUMBER OF QUESTION		DO NOT WRITE IN THIS MARGIN
	<p>racing. Racing cars is an expensive hobby, so the ^{target} audience is most likely a wealthier audience.</p>	
	<p>- Copy in the corner reads "Official Timing Partner of the Goodwood Festival of Speed". This serves as further endorsement of the brand, as it shows that the watches</p> <ol style="list-style-type: none">keep time well enough to accurately time a raceare trusted by the organizers of the very prestigious racing festival <p>The idea of a racing watch is further conveyed through a picture of a speeding car in the top corner.</p>	

ENTER NUMBER OF QUESTION		DO NOT WRITE IN THIS MARGIN
	The poster consists of angular	
	angular white and red text	
	on a black background,	
	which gives the text a feel	
	of simplicity and sophistication.	
	The use of contrast also	
	makes the poster more eye-	
	catching to the audience.	
	The use of triangles and	
	diagonals also serve to make	
	the poster more memorable	
	as it's more exciting than	
	horizontal or vertical lines.	
	Hugh Jackman is sitting in a	
	car with his brow furrowed	
	in concentration as if he's	
	racing, which is also exciting	
	for the audience.	

ENTER NUMBER OF QUESTION		DO NOT WRITE IN THIS MARGIN
	The watch is represented as a	
	sophisticated product that	
	Hugh Jackman and/or a	
	racecar driver would use.	
	This appeals to a wealthy	
	audience.	