Student’s Name

Professor’s Name

Date

**Observation Journal**

**Article Choice**

In this task, I chose advertisement such as Land Rover, Maasai, Infusium Miracle and Airwaves bus. The three ads provide a clear way of connection and I was interested in the way they relate to gender and good life. The ads Land Rover, Maasai shows strength and energy which land rover can pull, Infusium Miracle shows the attraction of female and good life.

**Assumption and Observation**

**Audience:** The three advertisements have specific audience. The Land rover – Maasai targets people who are believe in durability of a car, Infusium Maasai targets customers seeking for beauty and would want to improve their image while Airwaves bus targets party lovers. However, three ads do not have any cultural boundaries. They target all races, ethnics and believe (Kumar 21). However, the advertisement Infusium Miracle can be believed to be targeting mostly non Muslim and religion oriented people. The image used in the ads shows an inner pant of a lady which strong religious believers would view as offensive.

**Message**: The message which the advertisement is conveying to the public is the relationship between the product and people. For ad Land Rover Maasai it is about the strength and durability of the product which impress the people. It shows that the tire last longer and the maasai run faster and therefore, land rover can perform like the maasai in tires shoes. The Infusium Miracle illustrates the beauty of hair and a lady in pant is used for attraction. This shows the relationship between the people and the product (Infusium 2).

**Question:** The ads indicate the relationship between product and the people. The main question is what motivates customers to act in certain way? It mostly stereotype which drives the main agenda of the actions of many people. In the ads, stereotype is evidence in Infusium miracle; Land rover maasai and airwaves bus.

# Works Cited

Infusium. "Infusium miracle ." https://www.adsoftheworld.com/media/print/infusium\_miracleInfusium (2019): 2-34.

Kumar, DP. "The Role of Advertising in Consumer Decision ... - Semantic Scholar." Journal of Business and Management (IOSR-JBM (2015): 2-34.