***Audience Demographic – Kids***

So for my 4d lionfish advert my advert will be aimed at mostly kids and I will need to research how adverts are made to appeal just for kids and will look and analyze this adverts so I can try and make my advert appeal to a young audience so they could buy the poduct shown.

So I will analyze two adverts and give my thoughts on them and then use my feedback to see what I can do to make my advert appeal to a young audience.

***Advert 1 – Tummy Stuffers***

So in the advert it shows kids playing with the product and it shows the product as a toy and also as soe storage space hence the name tummy stuffers the product is also shown as a fun addicting thing to play with and to cuddle with at night. Not only that the advert shows multiple kids playing with different versions of the toy and to promote the product they use a funky voiceover and animation to appeal the advert a lot more to the kids towards the end of the advertisement they show the product at a decent price to try and sell it to the kids watching the advert.

To appeal the advert I will have to use a voiceover and fun music if I am going to promote my advert and appeal it to the kids and also use appealing ways to persuade the audience to purchase the product and buy it for their kids.

https://www.youtube.com/watch?v=5c5QRD37P9Q