Advertisement analysis

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Movies are entirely unrealistic in a way and are frequently edited. In fact, several sequences are clearly designed to make you cry or warm your heart. We can't blame the studios because, for the most part, reality sucks. This fact was made fun of by the agency Duval Guillaume, who created this humorous advertisement for Utopolis Cinemas. They reimagined classic Titanic moments into reality.

The advertisement is interestingly showing a bird hitting a woman who is posing on the lines of the famous scene in the titanic . The man and woman are posing on a boat just like they do in the romance movie. The couple is on the front of the ship embracing life when suddenly a seagull flies into the woman’s face. It makes use of a metaphor by showing the bird pecking the woman’s face. It is supposed to be a romantic moment, but the bird makes it a clumsy one. The advertiser wants to let you know that reality is not always pleasurable.

The slogan on the advertisement says “Reality Sucks”. The photograph shows you that the movie is really different from what would have actually happened in reality. The movie scene portraits a romantic moment, while in reality this would have ‘sucked’. This way the relation between the photo and the slogan is humoristic. Because of the humor in the advertisement, people are more likely to remember the Ad and maybe visit their cinema. Utopolis wants to let the viewers of the advertisement know that you can escape reality in the cinema. The cinema is supposed to be a place to relax and relieve stress and tension in our daily lives.

The cinema used the humor of the advertisement to attract viewers. The use of some type of attention grabber will increase the chance that the people seeing the advertisement will go to their cinema. The viewers will most likely remember the advertisement. The cinemas want them to watch movies at their cinema to make money.

To sum up, the Ad campaign did an amazing job showing that what you see in the cinemas is not reality. The campaign focused a lot on escapism: the chance for people to escape from everyday reality, which according to the ads, sucks. Just like games and watching tv is a form of escapism, watching movies is another. I like how [Utopolis](http://www.utopolis.be/) made the combination of a famous movie moment and a bad situation in reality into the campaign. The viewers of the advertisement will be more likely to remember it, because of the humor.

