

## Poster Analysis

To help advertise my smoothie bar I have created a poster that will help inform and convince people to come to my smoothie bar. I have decided to do a poster because this is a very straightforward form of advertising and is easiest for me to create. I have attempted to make my poster as simple as possible while still trying to keep it informative and persuasive.

The colour scheme of my poster advertisement consists of oranges and other warm, bright colours. I have used these colours in order to emphasize the refreshing and uplifting feeling that my smoothies will give to each customer.

The name of my smoothie bar is 'Smoothies...Smoothies...Smoothies' as this shows that my business is fully concentrated on smoothies and they are the main point of my business. I generated the font of the name using 'www.cooltext.com' and used a font called 'comic'. I did this to make my poster look as professional as possible.

The logo of my smoothie bar is of a giant smoothie that has been personified to look like a person. I have used this logo because it is very appealing to the younger generation of people that I wish to attract to my smoothie bar. This logo also highlights the fact that my smoothie bar is fun, friendly and very welcoming. Coming out of the smoothie man's mouth is a speech bubble that contains persuasive information stating 'Come on down to our new local smoothie bar and takeaway to enjoy our range of refreshing 100% homemade fruit smoothies!!' I have done this in an attempt to stress that my smoothies are 100% fruit and are homemade as usually these factors tend to attract people more and are persuasive.

The rest of the pictures I have used are just there for decoration to make my poster eye-catching and they also coincide with what sorts of fruit are used in my smoothies. I decided to include one picture of what my smoothies will look like to reassure people that they are genuine and so they can have an idea of what to expect from my smoothies in terms of appearance.

I have also included the relevant information needed such as where my smoothie bar is located and when it is open so that everyone who reads my advertisement will instantly know where to go if they want to visit my smoothie bar from after seeing my poster.

