

Speed Kills

Visual Analysis by Kenan Reeh

After being assigned the task of visually analyzing an advertisement, I knew exactly which one I was going to use. As soon as I got home, I pulled out the November 2011 edition of American Rifleman. This magazine is a must for any avid gun enthusiast, and it comes with a one year subscription to the NRA. I turn to the second page, where a very beguiling Hornady advertisement strongly appeals to my senses.

As soon as my eyes focus in on the ad, a fire coated, hot rod screaming, rocket blasting image jumps off the page at me. This cartridge is made to look like a hot rod, with a four barrel exhaust with menacing flames and an air intake coming out the top of a polished brass case. A red ballistic tip, known as the V-MAX, is secured in the case, and all the brass is polished to add a mirror like effect. This image simply screams fast, dominating, and seditious.

I then look toward the top of the page, where the title “SPEED KILLS” pops with a slanted font and a barrage of flame-coated fill color, which appears as if one were looking through the pitch black background and into the flaming collage behind. My eyes are drawn to the bottom of the page where the title “SUPERFORMANCE” introduces a new series of ammo, portrayed in a rigid font and fading red that screams, “Rebel.” This ad doesn’t follow a direct Z pattern, but it does establish an interactive and original outline. Under this title, a paragraph tells me how to “supercharge” my rifle with this new, advanced ammunition. I am given a list of the calibers in which this new ammo is available. Another bulleted list states how fast, accurate, consistent, and versatile this latest product is, and it enhances the dramatic nature of the list by repeating the words *It IS*. The bottom right hand corner of this ad holds the Hornady logo and

slogan: “Accurate. Deadly. Dependable.” explode like a bomb and show the originality of the product.

The pitch-black background sets a strong tone for the ad. Toward the bottom of the page, a phone app identification code is given, along with a phone number and website. The extremely modern appearance shows how this product has evolved and made a new name for itself. It is geared predominantly for men, from the ages of twenty to fifty, who are avid sportsmen and hunters who want match grade accuracy from store bought ammo. A collage of interacting images effectively highlights the product.

The vigorous imagery and new identity make this ad extremely effective. It is easy to see that this new product trumps all others and is a leader in its field. The ad gives a very energetic and revolutionary feel. The format is very creative and outgoing; and anyone, including me, would buy this product if he has any interest at all in hunting and shooting sports.