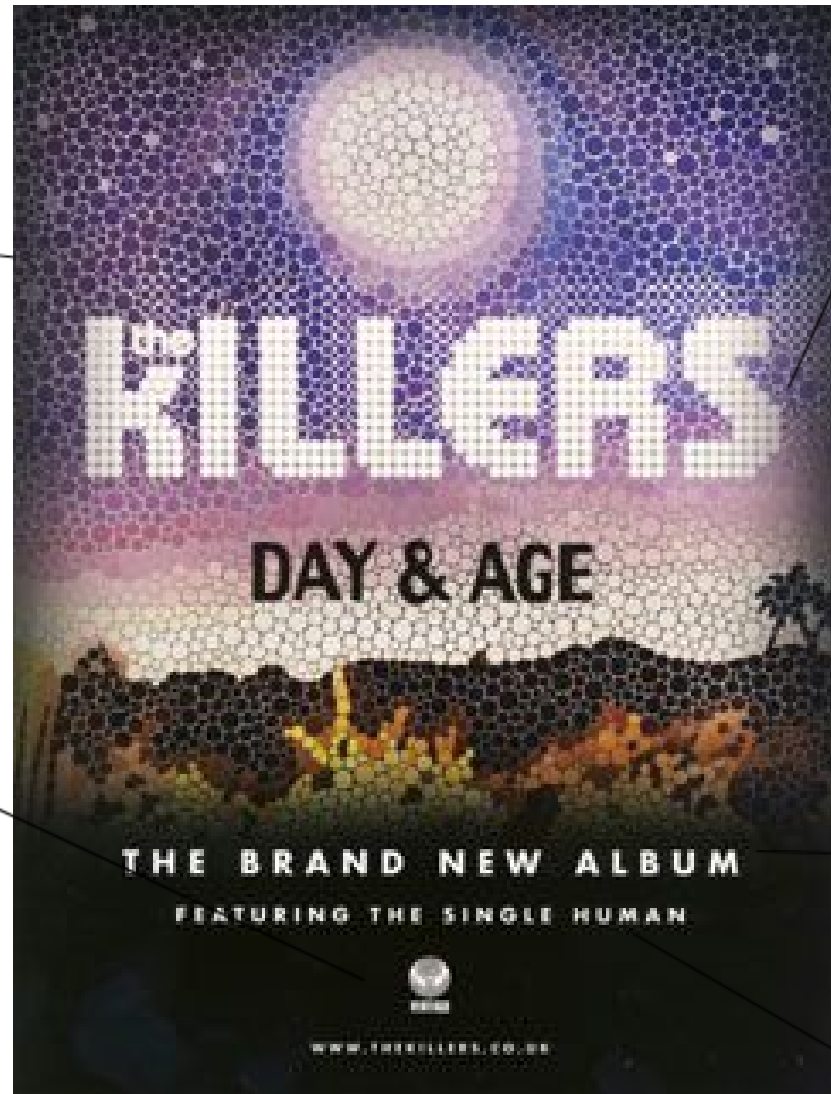


The colour scheme is predominantly various shades of purple reflecting the Indie/Rock genre and it attracts both males and females. The purple colour suggests relaxed, mellow and soft music although the yellow/orange flames represent something alternative and different.

They have included the record label on the advert to inform the audience who they are with. If an audience member recognises this record label from another artist's album then they might consider buying this album because they are involved with the same company.

The website is displayed on the advert purposely for the audience so they can explore and find out more information online such as merchandise, their social media sites and more.



The band name is a conventional feature on an album advert. The significance of this name being the largest text is so that the audience can clearly see who's album is being promoted and is a highly important convention. The font is completely different to the rest of the text on the advert to make it stand out to the audience. The font is very similar to the background illustration as it uses circles to create this effect.

The album title is displayed in order so that the audience can purchase the correct album. It's the second largest text on the page which illustrates that it is also a key feature. The font is in black and is bold so that it is eye-catching to the audience.

This informs us that this artist has had previous albums as they mention "brand new album". Additionally, this highlights the band's success.

This gives the audience some information about the album which in this case is one of the singles. Also, from this feature being on the advert, the album might reach wider audiences as more people would recognise the single and might be interested in listening to the full album.