

The image on the advert is often the same as the image on the digipak. It is common also to be a recurring image across all the products associated with the album.

The image on the advert reflects the name of the album, this image also reflects the themes of the album. The colours are dark and gothic and are punctuated by the gold.

It's conventional for adverts to have the band name large and clear as this is important for the advertisement of the star image. The font is minimal so that the writing can clearly be read. There are also not too many different fonts used on the advert.



The star image is the focus of the advert, this is important as the advert is there to promote the star. The lead singer is in the foreground of the image as she is the most recognisable of the group.

The date of the release is important to have reasonably large so that it's clear for potential audience members to see. This is vital in the selling of the album.

The font of the album title is usually smaller and in a different font to the band name. This is because the band name is the most recognisable of the two.



A feature that must be included are the production company's logo (this is needed as advertisement for the production company and will be part of the deal the star has with them).

The advert states where the album can be accessed once released so that audiences can buy the album.

There conventionally is a dark colour palette. This reflects the dark themes in the songs.