

# ADVERT CONVENTIONS

Date of release

Five star ratings

Name of album

Artist name

Where you can  
purchase it

Same or similar image  
to the digipak front cover

# TYPICAL ADVERT CONVENTIONS

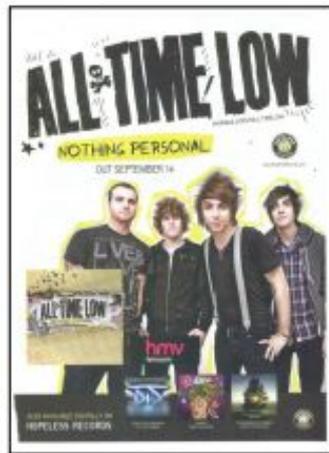
Social media links

Record name, logo

Reviews on the album

Fonts, titles, colours  
all consistent

# Here is a wide variety of different genre advertisements.



**Album adverts**

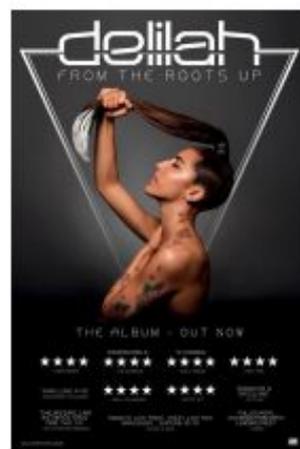
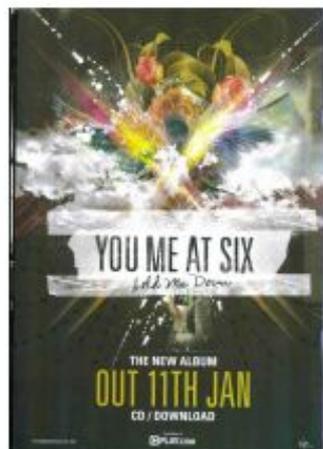
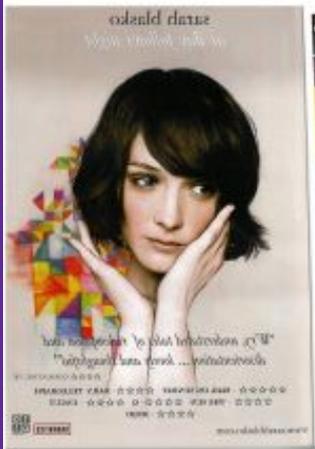
These would appear in magazines to promote the launch of an album.

Look for common conventions and annotate the designs.

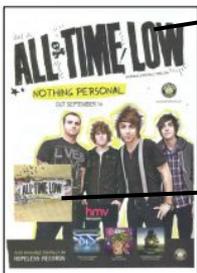
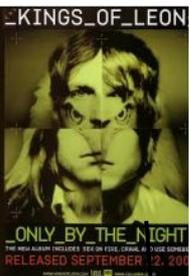
Draw up a list of what your advert should contain in order to effectively promote your album.

Start to draft out on paper how your advert will look.

**Remember** brand, star image, genre, target audience, font, copy, integration, images, photos, graphics.



# Common conventions to do with adverts between a mix of genres. (As shown below).



**Album adverts**

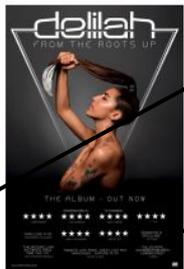
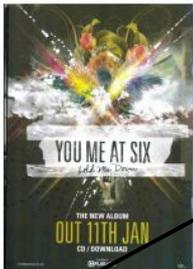
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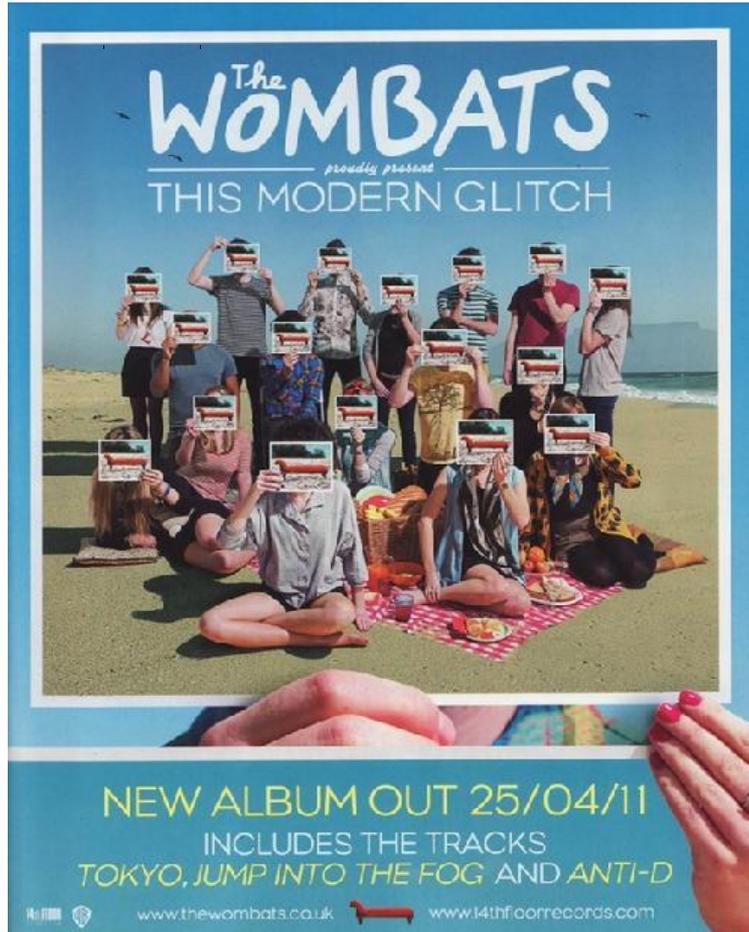
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All of the adverts to the left of the slide suggest that the name of the artist has the biggest lettering and boldest font. This is so the audience will be able to recognise the artist before looking at the advert for further details. This is the best way to attract the target audience for each genre because the audience will look at the artist name and decide whether they are interested in the new product being released. They all also have the date of release on the advert however it has fairly small font size compared to the name of the band. In general the image on the advert will match the digipak front cover because its is the best way for the potential buyer to recognise the album to be able to buy it. They all also have the web address of the artist's website, this is a way for people to find them online and buy the album online rather than in store. Having the web address also allows the audience to look at their website just to find out about the artist or see their tour dates for example. Each advert has their record label name visible, normally at the bottom of the advert so that they are able to be recognised and take credit for the productions of the album. The adverts normally have ratings for the album to entice the audience into buying the product. The album title is a key feature for the advert because without it the album will not be known to the world and it will be less effective in terms of advertising. The colours and font of the album title is normally the same as the artist's name.

The Wombats, This Modern Glitch:  
Advert.



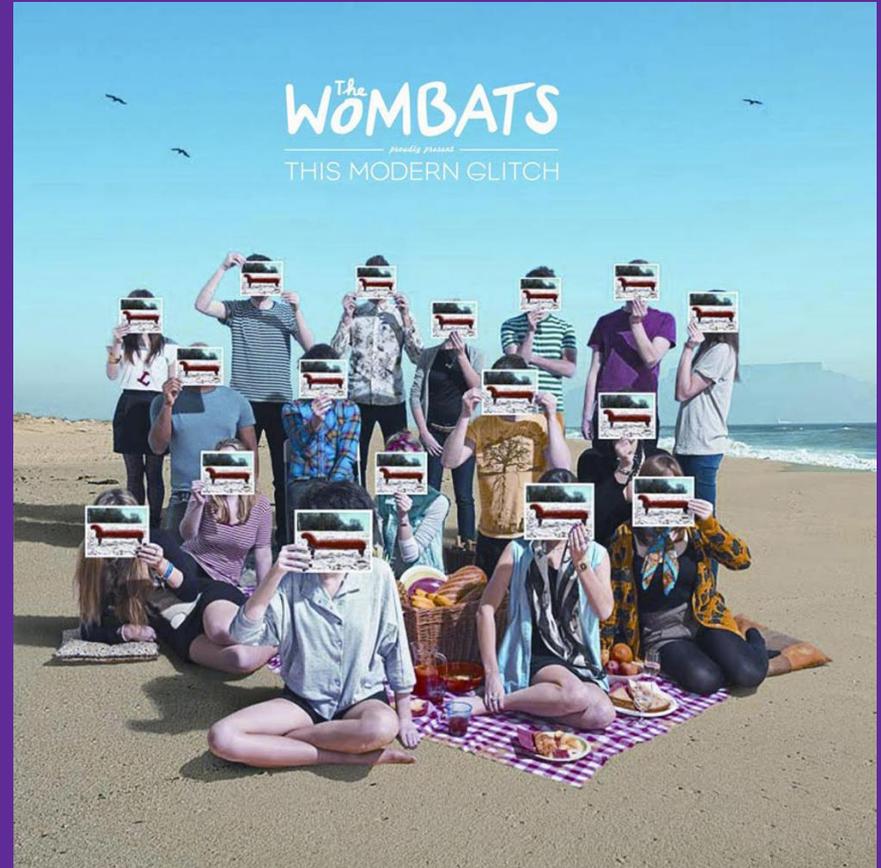
The Wombats  
*proudly present*  
THIS MODERN GLITCH

NEW ALBUM OUT 25/04/11  
INCLUDES THE TRACKS  
TOKYO, JUMP INTO THE FOG AND ANTI-D

www.thewombats.co.uk  www.i4thfloorrecords.com

The advertisement features a group of about 20 people on a beach, all holding up identical small photographs of themselves. The scene is framed by a blue border. At the bottom, there is a close-up of a hand with red nail polish holding a red wax pencil.

The Wombats, This Modern Glitch:  
DigiPak Front Cover



# The Wombats, This Modern Glitch: Advert.

Strong white border



Different yellow text

Image within a image

Same text font

Same coloured text

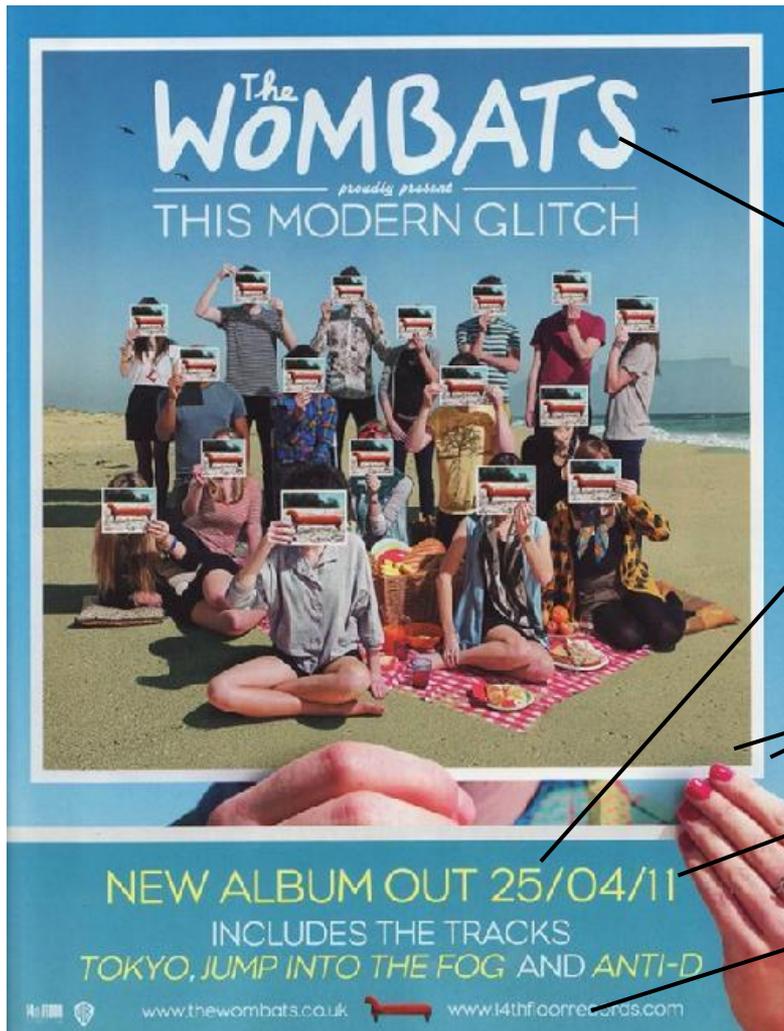
Same image used

# The Wombats, This Modern Glitch: DigiPak Front Cover

Smaller text size



No boarder



It is very common for digipak front covers and adverts to have the same image as it is a way for the potential buyer to find the album once released and to recognise it easily. Here you can see the Wombats have the same image in general on their digipak however have added in the idea that someone is holding the digipak cover. Common conventions of a advert in the indie rock genre would be clear bold simple writing, where you can see this in use on the titles with the use of bright white lettering. It is conventional to have a clear colour palette on the advert, here you are able to see they have used a palette of colour that resembles the beach, with the blue backgrounds and yellow text for the sun and sand. However normally on indie rock albums the titles would be all one colour to keep it simple and easy to read. Indie rock album covers normally include a lot of illustrations or photoshop work without actually having the artist on the cover. You are able to see here that the Wombats have a photograph within a photograph, this connoting the idea that they follow the typical indie adverts and designs. Adverts always include the date of release for the album, here for the wombats the text is large and the font is clear for the reader. Another key feature is where you will be able to listen to the album, The Wombats have included this in the small text at the bottom of the page. This is so the buyer is able to find the music and buy it online instead of a hard copy.