

Bader Almutairi

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Advertisement

The advert speaks about his self. It's all about comfort and flexibility. It's in the center of the image and surrounding with the ocean which give impresser of flexibility and comfort. The color are light it make you feel the ad is crossing easily without any problem. The colors are cool giving lots of details on the flexibility. This is just to show how flexible it is in different environments because there is sand and sea and they maybe want to say it capable of walking on both of them.

The blue is cool and calm just like a sea. The advertisement shows some of the movement as it showing in the image. There are many things looks like they moving towards the ad surrounding it. Like the fish and the diving man. The environment in the image shows peace, safe and comfortable. It might not be perfect but there are solutions to the challenges posed. This makes any buyer aware of the challenges ahead and their solution. It make them feel it's safety and comfortable and it can take a lot of people inside it.

With a human being swimming next to it and fish following as it moves ,it is clear its energy efficient and it doesn't smell ,no pollution whatsoever therefore the coexistence with fish and human beings. Beside it a ship moves along an indication of strength in the waters. Just like a ship can move in the waters.

In the background beautiful nature is visible. Calm clouds and a beautiful green tree standing tall. The cool backgrounds suggest how cool and comfortable it is. Underneath it a screen with people beneath it is visible these give different location that owner can take as it goes by the sea or beneath the waters. This defines the taste of the owner if he like everyone looking at him and feel more confident.

In conclusion, it can survive different temperature given that it can move on land and in the sea as shown in the advertisement. The light blue color in the advert associates it with stability and depth. It symbolizes loyalty, confident, heaven and truth among other. Like how it's moving everything looking at it. This gives you more confident and feeling you made the right choice. The water, the sky and the trees it's maybe like heaven as we hear from people. Therefore one would find all these in owning it. The size is big enough to accommodate a family or a group of friend while its shape is streamlined, guaranteeing speed and swift movement in the city and beyond. Its swift movement along the waters gives a feeling of comfort and stability.

Focus on description
rather than interpretation

Q1/2