

Analysing a Print Advertisement

Kolynos "Donna competition" Activity

Using your knowledge of print advertising, identify the techniques the advertisers use to encourage the paper's readers to buy Kolynos toothpaste.

You will be able to do this activity without having to read the fine print. However, a clear version of the text is available at the website given below.

The Australian Women's Weekly (1933 - 1982), Wednesday 20 October 1965, page 44

Enter the **Kolynos** contest!

260 CYCLOPS PRIZES!
WAITING TO BE WON!

10 FABULOUS CYCLOPS GYMNASTIC SETS! Complete with swings, bars, basketball hoops and rings. A fun-loving & perk in your own backyard!

25 TRIANG TRAIN SETS! The complete set - on-again, cartages, tracks, PLUS the manufacturer!

50 CYCLOPS JUNIOR BALLERINA PRAMS! Just like the real thing... beautifully built for years of steady play.

20 STURDY CYCLOPS 20" TRICYCLES DE LUXE! For the 3 to 4 year old family.

10 GLEANING CYCLOPS SWINGS! The famous Cyclips swing-stands up to year after year or hoobly-fo!

50 BEAUTIFUL 18" "PEDIGREE" BRIDE DOLLS! Dream of all little girls.

20 CYCLOPS 16" TRICYCLES DE LUXE! Same good seats and sturdy quality as the 20" size, for smaller children.

25" "JOHNNY SEVEN" ONE MAN GUNS! Giant size guns for pint-size soldiers... perfectly safe, wonderfully sturdy.

50 GIANT-SIZE MR. BUDDY "L" TRUCKS! Here's a tip for the sturdiest boy CAN'T break.

JUST GUESS THE AGE OF THE GIRL IN THE PICTURE TO WIN! Prizes will only be sent to those who send in the correct number of their family's toothbrush handles. Prizes will be given to the first 100 correct answers. Prizes will be given to the first 100 correct answers. Prizes will be given to the first 100 correct answers.

COLYNS TOOTH PASTE! THE DELICIOUS TASTING COLYNS TOOTH PASTE FOR THE FAMILY (CHILDREN LOVE ITS FRESH FLAVOUR) AND GET JUST ON YOUR TEETH. IT'S BUYING THE WATER-SUPPLIES - CYCLOPS FOR YOUR TOOTH!

Cylops
SUPER-WHITE
Kolynos
TOOTH PASTE

Reference: 1965 'Advertising.', *The Australian Women's Weekly* (1933 - 1982), 20 October, p. 44, viewed 16 January, 2013, <http://nla.gov.au/nla.news-article57961130>

Name/s:
Date:

Retrieval Chart

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Analysing method Techniques	Attention	Interest	Desire	Action

What have you learned of the qualities of Kolynos toothpaste from this advertisement?

For whom is the advertisement designed? (target audience)

What do you do to look after your teeth? Not what you *should* do but what you *do regularly*.

- 1
- 2
- 3