COMPASS DIAGRAM EXAMPLE

Purpose:
1 Sell tickets at SECC & worldwide
2 Express band image

Target audiences:
1 Fans
2 Potential fans eg older prog

• Find ads for prog concerts in Mojo, Prog, Uncut magazines as well as web
• Visit band website
• Search http://www.gigposters.com

Guitarist photo low angle
MS-> POV, power

Purpose/target audience
1

Technical codes
8

Research
2

1 Band logo -> brand
2 Info text sans serif -> modern music
3 Psychedelic colours -> prog rock (use Photoshop to posterize colour photo of Omar)
4 Hairstyle -> freaky

Cultural codes
7

POSTER FOR
MARS VOLTA CONCERT AT SECC

Internal/external factors
3

Internal: must conform to band brand image
External: ASA guidelines

AIDA

Tone/style
6

Media/genre
4

Content
5

1 Conventional layout
2 Retro (60s psychedelia)

1 Poster - sales
2 Magazine ads

1 Guitarist Omar Alfredo Rodríguez
2 Band logo
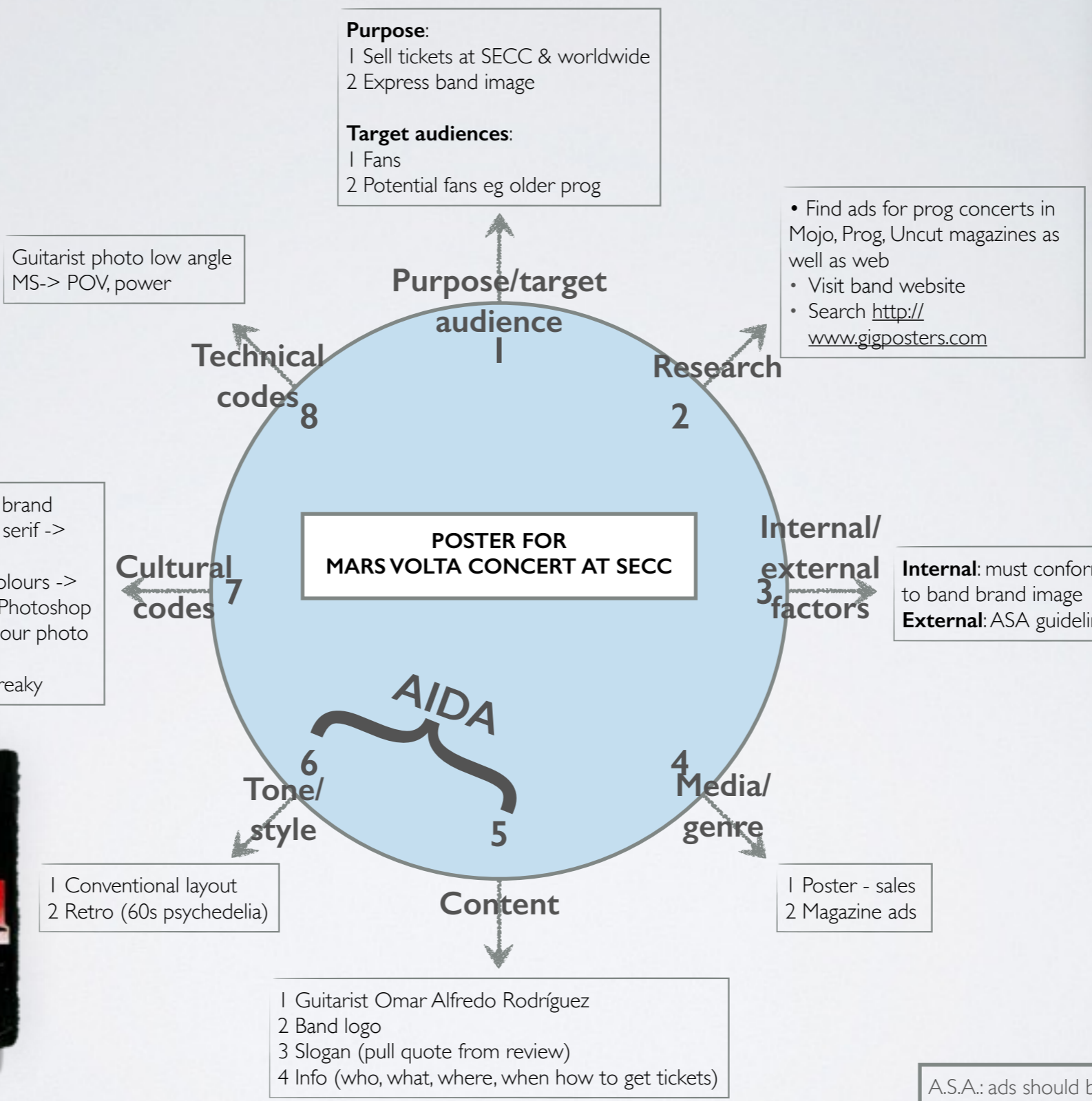3 Slogan (pull quote from review)
4 Info (who, what, where, when how to get tickets)

Slogan (pull quote from review):
"21st century schizoid band" Mojo

A.S.A.: ads should be "**legal, decent, honest and truthful**, for the benefit of consumers, business and society"

A: Attract **A**ttention

I: Gain **I**nterest

D: Create **D**esire

A: Provoke **A**ction