**Go Compare and Compare the Market.com advert comparison**

Two adverts that emerged around the same time in 2009 were the 'Go Compare' and 'Compare the Market' adverts. Both are 30 second long comparison adverts in which they sell comparison websites. The adverts are aimed at people 17+ because they are primarily selling car insurance, which wouldn't be useful for younger audiences. However both are suitable for younger audiences.

The 'Go Compare' advert opens with 2 guys standing in a shop called the Coffee Cup. As they drink their coffee, one says suggests that the price of car insurance is too much. As the second man replies with 'Tell me about it' , the now famous 'Go Compare Man' jumps out operatically singing what would become the adverts famous theme tune (though adapted through the following adverts). As all the other customers join in, the advert comically ends with one of the central characters asking how much the guy was being paid, to which the other replies 'He is only a tenner/ tenor'. The tenor joke is aimed at the fact the adverts, mascot almost, is an opera singer.

The 'Compare the Market/Meerkat' advert opens with the main protagonist, a CGI Meerkat dressed like an aristocratic man, who then continues to talk about how people are confusing the websites 'Compare the Meercat' and 'Compare the Market'. Despite the fact the advert is actually advertising cheap car insurance, the actual car insurance is only present for a short time although it is stressed upon and focused upon towards the end oft he advert more. The advert was a huge success and the following adverts follow the main meerkat, named 'Aleksandr Orlov' and his later assistant 'Sergai', as they travel around the world and different locations.

Both adverts are hugely successful both in different ways. 'Go Compare' became famous because of the frequently described as annoying mascot and song. In later adverts the creators of the advert acknowledged this and decided to play on it, having him being made redundant and searching for a job and physicist Stephen Hawkings sending him into a black hole. Whereas the 'Compare the Market' adverts became famous because of the comically animated meerkats, the 'simples' phrase Aleksandr says in each advert and because eventually 'Compare the Market' advert began giving out themed meerkat stuffed toys to those who purchased insurance on credit card through he website.

Each advert uses conventional forms of advertising. A catchy phrase or song is used in both ads, both becoming the most popular aspect of the adverts and appearing in all subsequent adverts. A mascot or spokesman is again used in each, one live action and the other computer generated. By creating popular and featuring the well known mascots, audiences can automatically identify what the adverts is but also it is a common point that people can discuss when talking about them to others.

Other aspects such as lighting and locations different for one key reason; one is live action and the other is animated. The live action advert uses all natural lighting as the coffee shop set has mostly glass walls, letting in sunlight from outside. Whereas the animated adverts uses low lighting, glows from the fire and computer lights meaning that the creators can control all aspects of the lighting inside of the mansion where it is set.

One other common aspect that the adverts share is the color green. Green is commonly associated with money, power and high social status. This is a good example of simple and subtle techniques used by companies to help promote a certain idea within their advert; in these adverts cases it is about money and being better off by saving money.

Both adverts approach the same idea comically and memorably. Despite taking different approaches aesthetically, both of the adverts sell the same product to it's audiences and each have done respectfully well to do so considering the competitive market they are in.