

Commercial one: old  
spice – the man your  
man could smell like



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HUMAN 2C03 Assignment One Commercial One: Old Spice - The Man Your Man Could Smell Like Summary: Old Spice, a male specific hygiene company, released the television advertising campaign "The Man Your Man Could Smell Like" during the Super bowl in February of 2010. The focus of the advertisement is aimed at females to buy their new line of body wash for their male partner who would ultimately smell like the model in the commercial. The commercial has numerous settings that the actor transitions between which contribute to the overall humor of the ad.

Furthermore, the ad questions the masculinity of those who do not use the "Old Spice" body wash and how every man has the potential to be like the model in the commercial. Noise: Like most commercials, the advertisement contained a lot of sounds and images that only made the product look appealing to consumers. One example of a visual flag is of the model is holding two tickets to a show which turn in into diamonds. The significance of this in the commercial is to plant the idea of prosperity in the mind of the consumer. It may also imply that this new body wash makes you smell like a million dollars.

An example of an auditory flag is of the beach and sea. This sound of waves crashing against the sand helps put the viewer in a peaceful state while watching the ad. It also gives the consumer a feeling of desire to live the life of the model in the commercial, which is a powerful marketing technique.

Standardizing the Argument: Premise 1: Ladies, your man is not I (the model). Premise 2: But, if he stopped using ladies scented body was and switched to Old Spice, he could smell like he's me. Conclusion: Anything is

possible when your man smells like Old Spice and not a lady. Conclusion:

Buy Old Spice body wash. Evaluation of Argument: