

Advert analysis – opium perfume, cointreau, longines watch

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When one comes to analyse an advert such as this, one soon begins to sense a deeper meaning to the first thought meaningless images upon the page. The subtle, black and white background gives the advert a very elegant, chic resemblance. The advert becomes extremely intense and embracing, drawing the audience into the page. The black and white colours and italic font give one the impression that this advert is targeted at a somewhat sophisticated audience. The caption "Elegance is an attitude" implies that elegance is natural and that only these 'gifted' people can release the watches potential powers.

There is an image of an elegant lady on the left half of the page. She is standing in a plain black dress and is wearing no evident make up. She is only wearing one piece of jewellery and that is the watch. This image makes one notice that the watch is the only accessory she needs, the 'icing on the cake', the final ingredient of the divine life. Realising this enables us to discover that there is a larger audience than the upper class members of society. Members of the female society that feel insecure about themselves are also targets of the advert. The product will make them elegant and push them up the social ladder.

Fellow women will envy them and men will desire them. The lack of elaborate clothing on the model suggests that she doesn't need elaborate clothes or make up to express her personality, as the watch reveals all, just by looking at her people will know that she is elegant and upper class. The advert is blatantly marketing the watch as the chosen product. They only use the word watch once at the bottom of the page in a font that is very

insignificant to the reader. This is highly impressive as it means they have instead used colour and perspective to sell the merchandise.

The advert's background is split into two halves, one being black, the other white. The half with the black background has the image of the model wearing the black dress. Her skin has also been given a dark shade, so she melds into the background, while the watch is silver and thus stands out. On the right hand side of the page, the background is white which makes the watch even more exposed as it is a silver-grey colour. Also, the advert looks to be distinctively coming out of the page. The audience find themselves wanting to reach out, as if they could actually remove the product from the advert.

It appears so very real, and no matter how hard you try to stop it, continues to focus on the image of the product. This is an extremely effective way of ensuring that the product stays in the potential consumers mind. At the bottom of the advert there is information on how to buy the product. This information seems insignificant due to its small size, this is far from the truth however, as this information is useful to the audience. If the font was bold, the audience would feel pressured to buy the product, become claustrophobic and thus reject the advert and the product.

The smaller print allows the audience to study the advert first as the eye will focus on the larger, more bold images on the advert, rather than any unsubstantiated text. When the potential consumer finally reads the information the manufacturers believe that the consumer will already have decided to purchase the product. Advert 2: Cointreau This advert is for the <https://assignbuster.com/advert-analysis-opium-perfume-cointreau-longines-watch/>

Cointreau alcoholic drink. The background is a dark blend of black and orange, similar to the moody atmosphere of a nightclub or restaurant. In the very foreground is an image of a bottle of Cointreau and is the first thing that catches your eye.

It stands out from the background as it has an orange colour glowing from it, and is positioned in a way that makes it look as if you could pull it out from the page. This automatically makes the product stay in the potential consumers mind, and thus encourages them to study the advert further. Written on the front of the bottle is " Specialite de France depuis 1849". This means that the drink has been the " speciality of France since 1849". Already this gives the drink an exotic and sophisticated feel, due to the link with France.

The audience will feel that since it has been thought of as a speciality in France since 1849, it is reliable and has been thought of as a sophisticated product for a very long time, and will continue to be thought as one.

Underneath this " HARMONIE SUBTILE DE SPIRIT NATUREL" is written, which means " subtle harmony of natural spirit". This means that the drink combines crystal clear purity with the subtlety of tastes obtained from the perfect harmony of orange peels. In the top left hand corner " Glow with Cointreau is written in large, bold letters, with blurs around the edge of each letter.

This could be to represent the relaxed effects of consuming cointreau or the strobe lighting in a nightclub or bar. The phrase " Glow with Cointreau" suggests to the audience that if they drink it they will " glow" and attract

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people to them. Often a fun loving person is thought of as having " a glowing personality", and a healthy person is also referred to as " glowing". This will make unconfident or depressed people feel that they can " get out of their shell" and be happy and confident. In the bottom left there is the slogan " THE SPIRIT OF ORANGE INSIDE".

Orange is often associated with energy, zest and happiness, so the audience will interpret that the drink contains these qualities. The font is orange in colour, bold, but is a relatively small size. The bold font grabs the audience's attention while the orange colour keeps the association of the flavour and qualities of orange, while the small text size remains unobtrusive. In the background there is a large image of a man and a woman. They are both close together in a relaxed and tactile position. Both are smiling, and the woman is holding an empty glass of cointreau.

This means that the couple were attracted to each other because they were both 'glowing' after consuming it. Now the audience will feel that the drink will make the opposite sex desire them, and so they will be pushed up the social ladder and prosper. The couple's bodies are both an icy blue, which could represent the icy chill of Cointreau. Some parts of their bodies have an orange glow, all these areas will have been in contact with product. The woman's lips and hands and throat are glowing, while only the man's throat has the orange glow.

This could represent the warming afterglow of bitter and sweet oranges. The advert makes absolutely no direct request to buy the product. The only information is the website address, and even this seems very insignificant to

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the audience. This lack of pressure makes the audience study the advert more and make their own decision on whether to buy the product. The manufacturers are hoping that the audience will look for the any information after they have decided to buy the product. This also adds a layer of mystique to the product and ensures that it will stay in the potential consumers mind.