

The advertisement of an insecticide spray



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Print Advertisement (Photos from Ad of the day) Figure The advertisement is for an insecticide spray brand called “ Baygon”. The ad is pretty simple, not much is happening but a strong message is being conveyed. The image shows the superhero “ Spider-Man” lying unconscious on the floor, taken out by an insecticide spray by Baygon.

Designing Process

The Baygon brand had to show its effectiveness. To get ahead of the competition, they needed an advertisement that would really show off the good qualities of an effective insecticide spray. One of the main attributes that customers go for in an insecticide is a strength. The spray must be strong enough to kill the insects and stay effective for a longer time. (Ten Arguments in favor of Baygon, n. d) Now, the branding and advertising department of Baygon needed to push the envelope in creating an ad that would exaggerate its effectiveness and strength with new age, hip and comic way to appeal to the customers. At the same time, there had to be an element the product could relate to. They couldn't show Baygon taking out a dinosaur or a crocodile, the product is made for insects and such a concept would be wrong and disturbing at the same time. It could cause negative effects. Since the world is moving towards a more superhero trend with movie remakes and the new found craze, Spiderman is one of the most popular of all time movies with an enormous fan base (Spider-Man Official Site, n. d). Now an ad needed to be created that would not be offensive and would be funny and persuasive. Baygon decided to make Spiderman its victim, a superhero that was a result of a mutant super spider bite and had amplified super spider like abilities that even the toughest villains couldn't combat against.

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