

Can You Judge A Fragrance By Its Ad?

Fragrances must be sweet. Fragrances must be cool. Fragrances must be whatever you want them to be. If they're not then you wouldn't wear them.

Both of the models in the pictures play important parts as they both give the advertisement a different style from the other. 'Joop's!' model is naked and has a 'fit body' which suggests that the fragrance is sexy and masculine. In contrast in the 'Burberry Brit' advertisement he is wearing a suit; you can not see any of his body suggesting that the fragrance is very classy and for the more stylish men who are past the stage of 'hitting the clubs' every Friday night.

The nationality of the men in the advertisements can also affect the general theme. In 'Burberry Brit' the man looks very English, he has 60's hair and a very retro look; he is also wearing a suit. This suit may be associated with Saville Row, the place to buy a trendy suit in London.

The advertising business is very competitive. All the different products have to stand out a little more than their opposition's which is why the choice of colour is so important. With its vibrant pink background 'Joop!' stands out immediately. Not only does this make it stand out it also implies playful, sexy and exciting, which is what the advertiser wants. Its unusual use of colour makes it very daring. 'Burberry Brit' is in black and white which shows class. It looks as if it is a fragrance for gentlemen rather than the average teenage boy. The black and white shows it is more sophisticated and down to earth.

Imagery and composition are very important as they show what the advertiser wants to put across. 'Joop!' shows a relationship between a man and a woman. Their relationship may just be sexual. The woman is wearing a wedding ring so they may be a married couple. His finger points at the wedding ring showing that maybe this is a secret affair and is naughty. The way that the woman's hand is placed on his stomach suggests sex. The picture is cropped; you can not see his face. This hints some kinky sex or, sadomasochism. Women may be thinking that this is a very sexy fragrance from the advert, attracting them to a man that wears this. The pink drip on his body may be the scent but, as it looks quite thick it may be suggesting that it is food. As this advertisement is to do with sex it suggests food in the bedroom – experimentation. The 'Burberry Brit' is very different. It shows a young man sitting in front of an English car, on a cobbled street. His pose makes him look moody; the pathetic fallacy used also gives off this moody feel. This advert takes up two pages, one of which is for the bottle. This makes the bottle resemble a tower or any tall building which shows masculinity. This also makes it look smarter as it has more space. It advertises the fragrance just as much as it does the man, whereas in 'Joop!' the man is the focal point and the bottle is much smaller and

blends in with the background so is not as noticeable. It is important for the bottle to be seen as then it will be easier to spot in a shop and will probably sell more.

Many advertisers use text to add to the effect of their ad. Too much text can be off putting and is not always appropriate. If you were to drive along a road and see an ad with too much text you would not be able to read it, it would not be as effective as one which uses images. 'Joop!' has no words except 'Joop!' and 'Homme'; this is all that it needs to say as it explains it all in the picture. 'Burberry Brit', as you can see, has a little more writing but it isn't too much and is effective. Text can be important as it states things which pictures can't. 'Burberry Brit' emphasises that it is 'a new fragrance for men'. It could have said 'a fragrance for gentlemen' but by saying 'men' it broadens their target market. They most probably want to dress down a bit after the classy black and white picture and the suit. It says 'live from London'. London is the biggest city in England and a lot happens in here, the fragrance is suggesting this and it also boosts it.

Cohesion is very important for making an advertisement work. The bottle in 'Burberry Brit' is tartan.