

Impulse – Goddess Body Fragrance

Advertisement

The advertisement that I have chosen is the 'Impulse' anti-perspirant spray advertisement that was in *Glamour* magazine, which has an audience of stylish young women. The advert is targeted at the women who would read a magazine like *Glamour* because it is a women's fragrance and because the picture at the centre is of a young beautiful woman. It is based on the same idea as the television advertisement for this product that was on at the same. The television advertisement is about a woman who keeps her spray in her handbag. When she opens her bag to use her deodorant, a tribe of little people who live in her bag look up out of her bag at her. They had been living around the aerosol can as if it was a totem pole and they believed that the woman who some times looked down on them from above was a goddess looking down from the heavens. The advertisement that I have chosen shows the scene from the television advertisement where she looks down into her bag and is worshiped by the tribe.

The image of the woman and the product are at the centre of the advertisement. It was done in this way so it would grasp the attention of the reader, as the images are the most important parts. The image and text are mainly coloured in shades of gold, which is a colour that suggests wealth and holiness. This emphasises the theme of worship and godliness that is depicted in the advertisement.

The advertisement relies on the slogan and image at the centre to get the attention of the reader and to get the right effect. The image is of a pretty young woman with light shining around her to suggest that she is holy and that she is looking down from heaven. The people of the tribe are looking up at her and praising her with their hands raised high. This shows that she is highly respected. Also the tribe are beneath her, which suggests that she is powerful. These are the qualities that reader of the advertisement aspires to when they see it in the magazine. On closer inspection of the picture it can be seen that everyone in the tribe is male. Because it is a tribe of men that is worshipping her, the advertisement is suggesting to the reader that the product will make the user more attractive to men. The advertisement gives a compliment to women in

the slogan. "Summon your inner goddess," suggests that the reader has an inner beautiful and powerful element that is attractive to other people. The slogan is in large capital letters and is bright and bold. This is because it needs to be highly visible as it is an important part of the advertisement. The rest of the writing, apart from the product name, is very small because it is important to capture the reader's attention first to gain a larger audience for the advertisement. The details can be described later after people have become interested.

There are few words on this advertisement as it relies mainly on the image and slogan to get its point over to the reader. This makes the image more striking and so more likely to catch the reader's attention. The lack of words can be good because people generally do not want to read too many words. If there were more words the reader's attention may be lost or the words may distract the attention from the image. Instead of identifying the product as just an anti-perspirant, it is called a body fragrance as well. This is a pleasant way of describing the product and gives the impression of a sweet smell and this is appealing to the reader.

Overall the advertisement suggests to the reader that the user of this product will become like a goddess. This means they will be more confident, powerful and attractive. These attributes are very appealing to the target audience for this advertisement. It gives the impression of worship and adoration towards the woman in the picture and this is the type of respect the reader may aspire to.