<u>Brief</u>

For my product I plan to make an advertising campaign for a perfume which will be called, 'Virtue by Stephen Charles'. The perfumes I will be advertising are going to be called, 'Virtue Blue' and also 'Virtue Rose'. I am using these names so that it will be easier to differentiate between the male and female versions; this is due to stereotyping; the colour blue is associated with males and rose with females. The perfume is made by 'Stephen Charles'. I will be creating three different types of advertisement, including a magazine advert; a billboard and a 'Myspace' advertisement banner. I will be making five different adverts, a female magazine advert a male magazine advert and an advert incorporating both the male and female perfume for a magazine. Also, 'Myspace' advertisement which is aimed at both males and females; and finally a male and female billboard advertisement.

The module two topic that I have chosen is, advertising and marketing.

Before creating the campaign I have researched into the advertising campaigns of products similar to mine. I researched eight different perfumes, some for male, some for female and some for both. The adverts which I researched are; Coco Mademoiselles by Chanel; The One by Dolce and Gabbana; ckin2u by Calvin Klein; Black XS by Paco Rabanne; black XS for her by Paco Rabanne; Armani Code by Giorgio Armani; Armani Code for her by Giorgio Armani and also Christina by Christina Aguilera.

After looking at these adverts I noticed that in the majority of the adverts professional models have been used, and in all but two cases these are non-celebrity models. The models tend to have a glamorous edge to them, either in attire or looks. As well as using models the name of the perfume is on the advert, so people know what is being advertised. The perfume bottle itself also tends to be present at bottom left or right of the advert enlarged so that it is prominent and noticed; this may be because a lot of people like to buy perfumes based upon the bottle and the brand identity alone without even smelling the perfume. The Calvin Klein advert in particular, which was aimed at a younger audience, and I personally feel this was the best advertised perfume. It subverts stereotypes in the way that younger models are used and that a lot of graphic design is used. In addition to this, the bottles are placed in the middle of the advert rather than the generic bottom left or right of the advert. As well as these, the clothes that they are wearing give the advert an urban edge as they are casual, rather than the typical glamorous clothes usually worn in perfume adverts. This youthful urban look is the kind of image I would like to achieve in my campaign.

To help me distinguish my audience I used Hartley subjectives, particularly, age, gender and also self image. The target audience for my product will be between teens and people in their early twenties. The typical social group I am aiming at are students and young, fashionable people. I will do this by presenting the models in my advert to be a representative sample of these social groups. The models will be wearing stylish and fashionable clothes to help promote this image. Out of the perfumes which I researched, if any, I will be basing my advert upon the 'ckin2u' advertisement; this is because our perfumes are aimed at similar audiences. The colours in the 'ckin2u' advert are very bright they create this affect by using the colour blue. In my magazine advert I will incorporate this tactic using the colour blue and also using the colour pink for the female perfume. I will also do this as when someone flicks through the magazine it will stand out from other adverts due to its brightness.

The products are aimed at both male and female people aged from mid teens to late twenties; I am aiming them at these people so that the perfume can be mass marketed. On the social economic scale the people I will be aiming it at will be between C1-D as these are the people who are most likely to buy a named perfume. I won't be subverting the stereotypes of a typical advert, except maybe the use of graphic design.

In terms of the cross cultural consumer characteristics, I will be aiming my product at mainstream and aspirers to do this, I will be using models that are stereotypically good

looking and portray a lifestyle that the audience would aspire to and think of as glamorous and inspirational.

I will be basing my advert upon the theory that 'sex sells'. In the adverts I will be having the male topless; as most women will think he is attractive and then will buy the perfume for their partners. On the other hand, a male will look at the advert and may aspire to look like this. In the other advert I will have an attractive woman looking provocatively down the camera. I will be doing this as when a bachelor looks at the advert he may link this with sex. In terms of appealing to women it may make them think that if they buy the perfume they will be like the girl in the advert.

The brand identity is Stephen Charles; this brand connotes an urban edge and also youthfulness. Due to this brand identity, I will be using publications such as, 'FHM', 'nuts', 'zoo', 'heat', 'more' and 'cosmopolitan' to advertise my perfume as my preferred audience are the same as these so therefore the readers will not be offended as they are not the negotiated audience.

For the billboard and 'myspace' advert, I will be using an advert for both the male and female perfumes incorporated into one. This is because when trying to attract an audience where you cannot control who sees the advertisement there will be male and female people looking at it; so if only one gender was advertised, it wouldn't appeal as much as if there was both male and female perfumes' being advertised. This advert also has the added appeal of couples and connotations of love, which again is a popular ideology amongst a young audience.

To make my advertisements I will be using the photo editing software, Photoshop. I will be using this as it is the most professional way of creating and manipulating photos and also because I have access to this at both; home and at college. Although, having no experience of using this software could be a potential difficulty.