

To: Ethan Forman; Salem News

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Subj: Perfume Advertising Analysis Memo

One ad used is from a woman's magazine, Cosmopolitan, and another from men's magazine, GQ. The ads both have to do with cologne and perfume, which is used, by both men and woman. These ads refer to the "hidden fear" appeal and also the "famous-person testimonial" because of the popular singer Usher and the implication that if you don't wear these perfumes or colognes then you will not smell like them.

Usher Cologne Ad

In the Usher cologne ad Usher is advertising his new cologne called "VIP" which uses the snob appeal approach as well as "if you don't wear this cologne than you aren't anyone important". In the ad we see Usher in black and white with an attractive model next to him also giving men the impression that if you wear this cologne you will attract models or other attractive women. Although the photo is in black and white, the bottle of cologne is in full color: gold. The bottle is also shaped in a masculine way, typical of mens' cologne bottles. The ad also has the terms "The New Scent for Men", making it strictly for men. On the back of the ad there is a conveniently placed sample of the cologne for men or women to test. As Christmas approaches it also contains the slogan, "The perfect gift for your man" giving women the idea that if they buy this cologne for their husband/boyfriend that he will resemble the attractive Usher. The box set also contains a deodorant spray and an after shave soother which are all in manly colors of gold and brown and also come in an Usher VIP box. The actual cologne itself runs for \$70.00, which is a little bit overpriced for cologne; and the entire box set is \$120.00. The cologne smells musky which is more targeted towards older men, so the price isn't really out of reach for the every day business man or woman to purchase.

Juicy Couture Ad

The other ad is for Juicy Couture. The perfume has no name except the brand name itself, so one can assume that this line of clothing has only one perfume, making it a top seller among the clothing line.

In the ad we see on one side a group of models wearing feminine colors: pink, baby blue, purple, yellow and light green. The women look all the same, and look very elegant. In the picture there is also a giant version of the perfume, which is also life size because the ad really isn't that big. The women look like they all getting ready for an elegant party, a reference to the "snob appeal approach" because average women will see this ad and think that if they buy this perfume then they will be seen as elegant. The thing that is strange on this side of the ad is that in the corner there is a male model covered in tattoos wearing a pink dress almost the same as the other women. Juicy Couture is known for their almost weird and high fashion taste in ads. The ad could mean that even though all these ladies are dressed up elegantly they can still be attracted to the rebel or "bad-boy" look in the man standing next to the giant perfume bottle. Also in giant letters across the top, the ad bares the words "Smell Me"! . Which isn't really an elegant phrase bringing us back to the weirdness of the rebel guy standing in the corner.

The ad is trying to portray a sophisticated style while still being a little rebellious and risqué.

The other side of the ad shows a woman sitting down with the large bottle of perfume in her hands wearing a giant wig that looks like it could've come from the 18th century. The wig becomes frizzy and bright pink, referring back to the rebelliousness of the ad. She is dressed in a pink elegant dress, which also appeals to women, and there is a yellow dove in the picture, also not ever seen. Underneath her hand are the words "Juicy Couture", in a Medieval lettering, their signature font.

Comparrison of Both Ads

The types of images that are used in the ad refer to male and female attraction. In America, sex sells, so most ads have more of the opposite sex attraction to them. Most models are scantily clad and most male models are barely dressed too. We see in the Usher ad that his shirt is unbuttoned and his tie undone and he's also with a model in the picture that could demonstrate the sexual appeal of this ad. We also know that Usher is a popular attractive artist who makes a lot of money so calling the cologne VIP really refers to Usher's status in society. Also in the Juicy Couture ad we see images of wealth and power with the elegance of the dresses and background set which might be a ballroom or dressing room of some kind in an elaborate house. As I said earlier, the use of lots of feminine colors, something that Juicy Couture does a lot in their ads, is an eye catcher for women especially for the magazine readers.

In these ads we do actually see the product because the company really wants the customer to relate to an eye-catching perfume or cologne bottle. Although we do see the product, I think that the company is concentrating on selling a brand through Usher and having his cologne be relatable to him through the brand.

The Usher VIP cologne is perfect for a men's magazine because it's a very masculine ad with its darker colors and the bottle looking more like manly cologne than a pretty perfume bottle. What's ironic about both of these ads is that both perfume and cologne bottles look similar if you look at them with their gold colored liquid and their brown or silver tops, but both ads depict them in very different ways as being masculine or feminine. The Juicy Couture ad is also perfect for Cosmopolitan magazine because it's a popular women's magazine and Juicy Couture is also a popular woman's clothing brand so many women are going to want to purchase the perfume after they smell it in the magazine.

Values of Both Ads

The different sets of values that are being sold here are ethnicity with a black celebrity in the Usher ad and white female models in the Juicy Couture ad. There is also sex appeal, which I explained earlier in this memo that the Usher ad depicts sexual acts that may or may not have occurred before the picture was taken. The Juicy Couture ad depicts beauty and sophistication with the dresses and the ballroom. The Usher ad also depicts masculinity because most men see Usher as a role model for being attractive to the opposite sex. The last value is age because the Usher ad is for men between the ages of 25-50 who could have a good job and are looking for a cologne that is a little bit more stylish and mature than say AXE body spray which sells for a cheap price at any local store.

The Juicy Couture ad refers to age as well because the clothing line is really only for girls and women from ages 10-25. It is around those ages when girls or women decide they want to start wearing a more mature perfume.

Both ads are selling a particular vision or stereotype of a particular social group, the wealthy, by depicting signs of wealth like being a VIP and being an elegant princess about to go to a debutant ball. Both depict wealth and upper-class living.