

PRL Assignment One

The ad was found in Dazed magazine and advertises the product named Absolute, which is a vodka product. (please have a look at Absolut Mandarin advertisement)

The ad is for an alcohol beverage and its brand management concept appeals to the symbolic needs of consumers and to the psychological desires (life style) of consumers.

The ad draws attention, very colorful and bright style. The color blue is associated with relaxation and orange with cheerfulness. The bottle is lit up from behind, making it very obvious which part of the ad is important. The minute you see this ad you want to taste it. Who ever does not drink (much) might want to try the product, since the cheerful colours, catchy name and the layout which build up curiosity.

In my opinion the word "Balance", which is written in bold white letters at the bottom of the page, is related to three different issues in the ad:

1. The fact that when a person is drunk he can not keep his or her balance.
2. The mandarin slice balances on top of the bottle, which illustrates the balance. This makes the ad looks more appealing, in addition, it also imply the distinctive characters between orange and mandarin (Absolut Mandarin).
3. And finally, the balanced taste in combination with the vodka liquid and the mandarin test. The "Absolut Balance" ensure the viewer's imagination and the idea that this alcohol beverage will give a good and smooth combination with the two different tastes; vodka and mandarin.

The web site of this brand uses the same brand management strategy as the ad from the magazine. The web site has plenty of colorful illustrations and animations (the website is built with 'Java' program), showing the creativity of the company's concept. Further more, in the website there are pictures of the same bottle in all different concepts (designs) and colors, but the bottle is always given the most attention.

Multiple meanings and playing with words, exist in all of Absolute vodka ads and vodka is not necessarily mentioned. Not mentioning the word vodka gives a feeling of the company's confidence in its brand, leaving it to the ones who know – so to speak.

PRL Assignment Two

The ad was found in Vogue magazine and advertises the product named Sonia Rykiel Paris, which is a garment product. (please have a look at SONIA RYKIEL PARIS advertisement)

A – The ad grabs the viewer’s attention very quickly. The attention-getter in this ad is very unique: the dress is of an appealing style, the woman presents her unique personality and characteristics while wearing the dress. They use few words in this ad which makes this ad more valuable and interesting, combination with the cold atmosphere (background).

I – Everything in this ad: the woman, her tattoos, the dress, the background (atmosphere) and the combination of color (layout) arouse curiosity and stimulate greater interest in the product. This ad will be most effective in a certain age, interest, and society (group). In particular, the ad will not grab the teenager's attention as much as the women in the middle age who often has contact with the others in a high society.

D – In my opinion the ad stimulates and builds up the desire of the target customers who desire to have unique, appealing and mysterious character just like the woman in the ad. I am, personally, not this ad’s target group, but the ad *can* influence and convince me to buy it.

A – Obviously, the ad is trying to keep the viewer's attention by giving few details of where the products can be found. This will build up the audience's desire even more, since, they want to know and see more than just one illustration on this ad. The ad gives *only* its brand name, telephone number and the website. The website gives (potential) customers more details about the products (catalogue), history, culture of the company and where you will find the products.

The ad was found through a fashion magazine by the name of “Vogue”. The ad is by French fashion designers called Sonia Rykiel and Natalie Rykiel. The identified characteristics of the target group are demographics and psycho-graphics, for example, age, income, life style preferences and self presentation. The ad is targeted at woman aging between 30 to 40 years, who belong or desire to belong to a certain group of people.

The ad has a sophisticated but cold feeling to it, the woman is unique looking, which is not the style you would see in daily life, which also reflects on the designers and how they chose to present their thoughts. There is a strong contrast between the woman and the dress, and between the woman and the background(atmosphere). The woman is dressed in black which combines with black shade make-up which makes she looks mysterious, further more, the background gives a feeling of a sort of underground rough area.

In my opinion the ad is very effective, it is clear that the ad is presenting a new collection which has a very unique style. Personally, I did not know this brand name “Sonia Rykiel” before , but when, I saw the word “Paris” at the top of the ad which automatically triggered my mind to think about fashion.

The style this ad is advertised, fits the French advertising style almost completely. The French advertising style is theatrical and bizarre. The French have the need to be

unique, different and “do their own thing”, further more, they like to be dramatic and like to give the audience a chance to figure out on their own what the ad is about.

Resources

Book

- Terence A. Shimp. Advertising Promotion. Integrated Marketing Communications. Harcourt College Publishers.
- Marieke de Mooij. Global Marketing And Advertising. Understanding Cultural Paradoxes. 1998. Sage Publications, Inc.

Magazines

- Dazed Magazine. 14th Dec 2002.
- Vogue Magazine. 1st Dec.2002.

Online

- The A.I.D.A. Model. . Online. Internet. 29 th Dec. 2002. Available at <http://cc.yzu.edu/~awowens/2682AIDA.pdf>