Meghan Hennigan

22 February 2012

LA 101H Section 6

Ben Henderson

*“Be Delicious: The Fragrance for Women by DKNY”*

1. **Introduction**
   1. Looking at what women want superficially/on the surface
      1. How many women don’t want to be perceived as naturally beautiful and refreshed? Not many.
      2. How many women don’t want to smell good and be looked at by others as delicious? Not many.
      3. DKNY realizes these things in its ad campaign for its fragrance *Delicious* for women.
   2. Use images and appeals that make people say, “I want that.”
   3. Aside from the commanding text “Be Delicious” in the center of the ad, the image itself is subtly commanding consumers to buy the product
      1. Color Scheme
      2. Chosen images
      3. Arrangement of images
      4. Etc. All work together to make the ad appealing enough for people to look at it and product appealing enough for people to want to buy it.
   4. Thesis: The ad’s usage of the model, apples, and minor appeal to ethos in the text creates the perfect blend of appeals for the target audience consisting of younger women, specifically readers of *Cosmopolitan Magazine*, making them drawn to the product.
2. **Discussion Point 1: Model**
   1. One way of appealing to pathos
   2. Women want to be perceived as beautiful/naturally beautiful; traits that resemble the look of the woman in this ad
   3. Natural looking
      1. Warm golden hues
         1. Blonde hair, brown eyes, mostly bare tan skin
            1. Does have clothes and a necklace on, but they are basically irrelevant to people looking at the ad on a whim

Brow fur wrap/shirt, gold necklace, and straps of camisole/tank top

Even these subtle touches stick to the color scheme; not distracting

* + - * 1. Tan skin as appeal to pathos because associated with summer and rejuvenation, sunlight, warmth, etc. which are things that make people happy

Positive connotations will draw upon people’s willingness to buy the product

Not making a negative connotation where people would feel ashamed or cheated by purchasing the product

* + 1. Soft, feminine hair
       1. Hair is not overdone, not even done at all
       2. Blowing in the wind and surrounded by sunlight
          1. Gives viewer impression of a warm summer breeze
    2. Natural makeup
       1. Makeup not making her look all dolled-up
          1. Another example of showcasing natural beauty and appealing to the viewer saying that she too can still look beautiful without makeup or fancy clothes because the perfume will make her “delicious”
  1. Photograph of her because it captures more of the human essence, especially being able to see a real face
     1. More realistic than a printed cartoon/animation would be
     2. Face in a way operates as an appeal to ethos because viewer feels comforted by the fact that someone is willing to bear/associate her face with the fragrance
  2. Facial Expression
     1. Easy to relate to her and infer the feelings she expresses and tie them to oneself
     2. Challenging expression
        1. Telling consumers to buy the product through body language
           1. As if she is accusing people of not believing the perfume smells pretty
     3. Uses the commonplace that women want to be beautiful and smell good
     4. Mysterious expression; daring
     5. Staring into the camera
        1. Eye contact with whomever is viewing the advertisement
           1. Way of holding the attention of the viewer
           2. Framed similar to what it would look like if people were having a personal conversation; seeing the same part of the person’s body
     6. Face is most focused part of the model
        1. Eyes and center of face clearest
        2. Fades and becomes fuzzier as image expands
           1. Background is completely fuzzy; cannot see what is behind her

All viewers see is the model and she is the first thing the eye is drawn to upon viewing the ad

* 1. TRANSITION: Works with the image of the apples to subtly reward people for looking at the ad

1. **Discussion Point 2: Apples**
   1. One way of appealing to pathos
   2. Kairos with timing of ad being spring-oriented in a winter issue of Cosmo
      1. Makes people long for spring and they think they can get the spring feeling with the perfume
   3. Appeal to olfactory (smell) and maybe taste
      1. Apple that the model bit into
         1. Parallel to Adam and Eve with the forbidden fruit working to aid in the sex appeal of the image and work with the commonplace that women want to be perceived as sexy and beautiful
         2. Parallel between text “Be Delicious” and the model eating the apple
            1. Not a disgusted look on her face, but one that looks like she wants to have more of the apple
      2. Daring you to smell it; intimate connotation
   4. Water droplets on the apples give the impression that they are fresh, ripe, and lush like the perfume
      1. Very focused, detailed, and delicate
   5. Green color scheme associated with money, growth, and nature
      1. Ties into the perfume being sophisticated, rejuvenating, and naturally beautiful/not artificial smelling
      2. Soft and feminine color
   6. Perfume Bottle in midst of apples
      1. Entertaining/something different to see because unexpected
         1. Makes the audience feel rewarded or interested because they discovered the perfume bottle
         2. Though the perfume bottle is not the most focused upon object in the picture, it is the foremost in terms of depth perception in the picture, reserving its importance
      2. Purposely have the logo with text of part of skyline with Empire State Building reflected in the perfume bottle to draw attention to it
         1. Subtle beauty comparable to that of the perfume?
         2. Unique and still stand out from the crowd like the perfume bottle stands out from the apples
   7. TRANSITION: Showing the product is one way the audience can connect the image with the product. Another way the image connects to the product is by using the brand name as a subtle way to boost ethos.
2. **Discussion Point 3: Minor Appeal to Ethos**
   1. Brand name
      1. DKNY is pre-established brand
         1. Makes people associate the product for sale with products in the past
            1. If past products were satisfying, the establishment of a good name makes it safe for consumers to assume that future purchases from the same brand will be just as satisfying, if not more
         2. Credits the ad with a name people trust
            1. When someone who is not sure of which perfume to buy (i.e. someone shopping for a gift), helps to have the brand name as validation of quality
         3. Builds a reputation for the product
         4. Connection between other brand products and this one
            1. Gives the perfume an air of class and sophistication
   2. Text at the bottom to follow DKNY on Twitter and Facebook
      1. P-R information and information sources behind the product should consumers want to research it
         1. Tells people to “join the core club” which is a pun on the picture of the apples
            1. Ethos established when the perfume is popular enough to have its own Facebook and twitter accounts

Able to use some logos here where people can sense that if enough others liked the perfume, they will too; popular fragrance for a reason

* 1. Text *Donna Karan New York* below where it says *Be Delicious*
     + 1. Someone giving her name with the perfume
       2. If no name, lots of people would probably not know what DKNY stood for
  2. Text in the upper right hand corner, very subtle noting the website DKNY.com where people can also do more research if desired
  3. Appearing in *Cosmopolitan Magazine*
     1. Magazine dedicated to the best trends for women in fashion, beauty, etc.
  4. TRANSITION: Magazine knows what women want, just as the ad works to cater to that.

1. **Conclusion**
   1. Combination of the model, apples, and company name builds a sense of trust and optimism in the product
   2. Company name, face of model, and contact information all ways to boost ethos and allow viewers to feel confident in the product
   3. Senses and nostalgia for spring help the viewer to imagine experiencing the product
      1. Positive connotations so they desire it
   4. Color scheme and gaze of model work to draw in the audience and make them think, especially when they see the perfume bottle amidst the fresh, ripe apples whose taste to which they can relate