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### Febreze advertising analysis

In this report, we will be analyzing Febreze ads. Febreze is a product that eliminates odors. The company has released several ads over the years, all with different messages. Some of the ads focus on the product's ability to eliminate bad smells, while others focus on the company's commitment to providing a fresh, clean scent. The onion ad features a close-up of an onion, with the Febreze bottle in the middle. The Febreze ads is effective in conveying the company's message of providing a fresh, clean scent.

The image is a Febreze air freshener ads. There are two pictures in the ads. One is a cut onion and another is a blue bottle of Febreze air freshener. There is also a text that says "60% of people who are exposed to bad odor has bad mood." The ad is trying to sell the air freshener by showing that it can eliminate bad odors, and that exposure to bad odors can negatively affect mood. The image is effective in conveying this message. The colors are eye-catching and the layout is easy to understand. The text is large and easy to read, and the image is well-composed. Overall, this is a well-done ad that is likely to be effective in selling the product.

According to Barthes, the linguistic message is the literal meaning of the words used in the ad; the non-coded iconic message is what the image represents; and the coded iconic message is the hidden meaning or symbolism conveyed by the image (152). In this ad, the linguistic message is that Febreze eliminates bad odors, the non-coded iconic message is that Febreze

leaves a pleasant smell, and the coded iconic message is that Febreze is effective at eliminating bad odors.

The ad uses anchorage and relay to connect the linguistic and non-coded iconic messages. The anchor is the phrase "60% of the people who are exposed to bad odor has bad mood" and the relay is the image of the Febreze bottle. The text and image work together to convey the message that Febreze eliminates bad odors and leaves a pleasant smell. The bottle is also used as a symbol of the product's effectiveness. It is positioned in the center of the ad, surrounded by the onion's smells, to show that it can eliminate it.

The ad uses semantic and lexical components to create meaning. The semantic component is the meaning of the words and phrases used in the ad, while the lexical component is the way the words are put together to create meaning. In this ad, the semantic component is the literal meaning of the words used, while the lexical component is the way the words are put together to create a hidden meaning. For example, the phrase "60% of the people who are exposed to bad odor has bad mood" is a semantic component, while the way the words are put together to create a hidden meaning is the lexical component. The hidden meaning is that Febreze eliminates bad odors and leaves a pleasant smell by neutralizing the odor molecules.

The ad also uses several rhetorical techniques to persuade the viewer. The first is the bandwagon, which is used to create a sense of urgency and to make the viewer feel like they need to buy the product. For example, the ad uses the phrase "60% of the people who are exposed to bad odor has bad mood" to make the viewer feel like they need to buy the product to avoid having a bad mood. The second is the use of loaded language, which is used to make the viewer feel positive about the product. For example, the ad uses the word "Air" to describe the product, which makes the viewer feel like the product will make them smell fresh. Also, the ad

uses a blue bottle to contrast the purple onion, to show that the product is fresh and clean. The third is the use of hyperbole, which is used to make the viewer feel like the product is better than it actually is. For example, the ad uses the loaded language "Febreze eliminates odor" to make the viewer believe that the product will completely eliminate all bad smells.

The ad also uses several non-coded iconic messages to persuade the viewer. The first is the use of color, which is used to make the viewer feel positive about the product (Ali and Ullah 691). The ad uses blue and white colors, which are associated with freshness and cleanliness. The second is the use of imagery, which is used to make the viewer feel like the product will work well. The ad uses an image of a blue bottle and a purple onion, to contrast the freshness of the product with the bad odor of the onion.

The Febreze ad is effective in its rhetoric, using a variety of linguistic and non-linguistic techniques to communicate its message. The ad can effectively communicate its message through the use of anchorage and relay, as well as the semantic and lexical components. The use of code-switching is also effective in this ad, as it allows for the viewer to connect with the message on a more personal level. Overall, the ad can effectively communicate its message and appeal to its target audience.

## Works Cited

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