



# ONE BITE WILL CHANGE EVERYTHING

We pack the bold flavors of all natural Indian food into a pouch that's ready to devour in 60 seconds.



Look for the yellow pouch  
in the international aisle.

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Advertisements are a way of communication. It's the result of thousands of years of text, verbal, and visual language. There is also the creative and logical use of design. When it comes to communication there would always be messages in ads. To communicate to an audience wither to buy their product. The ad I'll be writing about is "One Bite Will Change Everything" from TastyBite in the October 7,2019 People magazine. There were multiple of ads but this one stood out to me.

This advertisement is trying to market a physical product, instant food. The image feels warm with it's use of reds and yellows. It reflects the design product itself. Speaking of the product, it is contained in a plastic packaging on the mid-bottom right of the ad. The packaging also has an image of the food went warmed. The packaging is also complemented with an image of a tomato and onion. Another visual imagery in this ad is four images of a woman on the far left with white frames/borders surrounding the individual pictures. It takes completely covers that left side top to bottom. She is wearing a light blue jean jacket so that switches up the hierarchy of getting our eyes attention to her in a moment glance. The pictures themselves has movement from showing each step of her eating the Madera Lentils.

There is quite a bit of typography on the advertisement. All the typeface is San serif except for the brand logo (using is a serif) and Slab serif and little bit of decorative style. There are two of San serif fonts in total is about two. The fonts on the package is the part that has slab serif. I'm not sure to count the typography of package to advertisement since they can't be changed. The composition might feel a bit cramped because of the pictures of the woman on the side but

everything was spaced out well to eliminate that feeling. The typography of the brand and slogan lays above the package and lesser important type on the bottom.

So, what are the type of messages do we see in use in advertisements? Linguistic messages are commonly found in ads. The word linguistic means the study of human language. This also includes images and gestures. It is in an image's nature contains linguistic messages. The elements we would count as linguistic messaging are captions, slogans, and titles. In this Madras Lentils ad, examples of linguistic messages that we can see is "One bite Will change everything" and "Look for the yellow pouch in the international." We can also include the imagery of human expression.

Other types of messages we'll see are coded iconic messages and non-coded iconic messages. Coding involves the relationship of the concept "we have here a loss of the equivalence characteristic of true sign systems and a statement of quasi-identity." Meaning codes can say the same thing through a signifier and a signified. Coded iconic messages uses cultural codes that are present in the imagery and text. An example of this is "Indian Madras Lentils", "Lentils, Red Beans & Spices" and imagery of the food on the package. Sadly, these codes of the package are the only thing that reference Indian culture. The rest would be considered non-coded iconic messages. the colors code has nothing to do with Indian culture but instead reference the brand's color palette. Non-coded message is more literal with its visual and text base messaging. For instance, "We pack the bold flavors of all natural Indian food into a pouch that's ready to devour in 60 seconds." There is no metaphor or poetic wording. This line of text is telling us exactly what the company did to package the product.

Denotative is when advertisements use descriptions of the imagery. An example of a denotative aspect in the TastyBite ad is a signified/signifier “mild” meteor. This describes the level of spice in the Madras Lentils you see on the package as natural. Connotative does not describe but to instead implies which can be more influential. I think this is where the pictures on the left comes in. I think these pictures of the woman are connotative because these pictures can manipulate the mood of a viewer. This reinforced the idea of taking one bite will gives you “bold flavors.” And “will change everything for you.”

That can be anchorage and relayed has different meanings, but both has a relationship between type and imagery. Anchorage is when the type that can change the meaning and description of the image to different meanings. Especially images with vague images of an object. Relayed design is similar were text and images would work together to tell a story. Looking at the advertisement this also applies to the relationship between the slogan and the sequence images of the woman. The pictures already tell a story, but this is also helped with the “one bite” phrase. The text gives the image an interpret meaning and they both relay on reach other to tell a story.

The effectiveness of the advertisers’ rhetoric and the ideological metalanguage employed is what help make ad successful. Ideas are thrown, selected, and used in systems of languages that are made to influence what people think about their product. Advertisements has to be honest and reasonable enough to push boundaries to actually to take grip of human attention.