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### Rhetoric Elements: Ferrero Rocher Advertisement

Advertising is a process by which marketing tools are used to try and sway a potential customer and retain an existing customer. Advertising can be found in all walks of life, all mediums, and in all areas of society. Advertising is not exclusively to sell a product or service, though it is a core purpose for it. Advertising is also used to send a message to a target group, encourage action by others, and simply to promote ideas in some cases. Regardless of the purpose of the advertisement, the advertising field has an impact on today's society that can be negative or positive depending on the circumstances.

Just like any advertisements, there is always a message behind it. Just like Ferrero Rocher, their advertisements can automatically grasp anyone's attention with their remarkable significance. In this specific ad, I automatically realize the color palette they are using which are brown, gold, and a bit of white. There is an image of a group of people, male and female of almost all races sitting at a dinner table. It seems that they are out for a nice dinner including a couple of cups of wine with some candles. The female is smiling at their friend while holding a Ferrero rocher chocolate, while the others are smiling with her holding their glass of wine. The dinner table not only has a few plates but a pile of Ferrero rocher chocolates nicely stacked into a pyramid form.

This ad did not only come with just an image but text. This text is placed on the bottom left corner. It includes a title, subtitle, and caption. Both title and subtitle are using a serif font which gives it more of a sophisticated look and goes well with the whole theme of the advertisement. Whereas, the subtitle is an italicized sans serif typeface that gives you a brief

explanation of the product itself but yet persuades you in a way to want to try the product. It is typed in a smaller font so it won't take off your attention on the subtitle, which explains exactly what is happening in the ad.

When it comes to advertisements, a photo itself can say a lot without text but one with text can tell even more. According to French social and literary critic Roland Barthes, he had a certain method on how to distinguish if an ad is a good advertisement. Barthes deconstructed an advertising image and extracted the types of messages contained within it to illustrate the 'rhetoric' of the image. Though advertisements have a deliberate 'signification' or meaning generated to sell a product, Barthes' analysis can be used to understand how messages are conveyed in other types of images. He would decode the image using three types of messages: the linguistic message and two types of iconic message.

Within the linguistic message, it is the same that provides a non-coded message also known as denotational. This would mean the literal object or person that is being displayed in the ad — in this case, it would be the Ferrero Rocher chocolate display on the table, the adults in proper attire that are sitting together, and the wine cups with a lit candle. Once you recognize the iconic sign (the signifier) or object in the picture, you understand its meaning from its similarity to its visual reality, the signified item.

Barthes points out, when you analyze the pure image, you can distinguish four main signs that although are not linear but work together to create a coherent message. Because of the visual setting of the ad, the scene represents that they could be at a very nice restaurant having dinner with an outdoor setting. This is a 'signified' item — in this case, an overall meaning created by several signifiers. To signify that they could be at a very nice restaurant having dinner with an outdoor setting, there are blurry lights that look like bulbs in the background plus the table

setting decor. In more detail, the main woman in the image seems to be having a funny conversation because of her smile while holding a Ferrero Rocher chocolate while speaking to her friends or colleagues. From the coded message, this advertisement shows that every time you have some Ferrer Rocher, you will have a great time enjoying it just as great as sharing them with your loved ones.



CELEBRATE THE MOMENT.

*Fine chocolates. Lovingly Crafted. Perfect for celebrating the special moments and people in your life.*

**FERRERO  
ROCHER**



## References:

- “The Rhetoric Of The Image – Roland Barthes (1964).” *Traces Of The Real*, 17 Apr. 2014, [tracesofthereal.com/2009/12/21/the-rhetoric-of-the-image-roland-barthes-1977](http://tracesofthereal.com/2009/12/21/the-rhetoric-of-the-image-roland-barthes-1977).
- Rhetoric Of The Image - PDF