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Communication Design Theory

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Ikea Peeing Ad

Ikea, being known for being the world-wide furniture warehouse store, made an advertisement on their Ikea catalogue that strangely falls off from their rather simple and yet straightforward message that they usually follow. When looking at an advertisement, the most important factor would be giving the message to the consumer and to sway their curiosity. There are advertisements that would work and there are advertisements that however do not work. In this case there is this advertisement. An advertisement that just works but doesn't have the right execution.

This advertisement is usually found in the Ikea Catalogue, with a message that is somehow straightforward but is leaning to the wrong direction. Roland describes what is considered a successful advertisement and what are the main factors to make such an ad, in this case the Ikea Catalogue is no exception of such view with their more image-based and minimal words to keep the consumer captivated. Without such a factor the design isn't how it works. I am going to talk about the Ikea Peeing Ad as an very exceptional and yet controversial ad that is done with an successful ad but it's result of the message of the whole is un-intended and cause issues with the consumer at most.

The two important things that apply for an advertisement is the denoted and connoted message, The denoted message shown in the ad is the title which is the Ikea company on the

bottom right corner which is Ikea. The connoted message of this ad is very generalistic with bold on the headline that is san serif and the san serif typeface with regular type to connect to the headline. In this case I will give more in depth on what the detonated or known as the “non-coded” message is.

On the non coded message from the ad would be the image of the baby crib in which this is the case where I say the non- coded message doesn't follow up with the message given on the connoted message or in any case falls off from the message of the ad in hand as it talks about the pee of pregnant lady to show result, but with the image in mind it doesn't correlated. As for most ikea catalogue ad this is the same thing with not much non-coded message behind the picture and it is more in the face and straightforward compared to many modern ad you see on the street. The issue with this baby crib and the non coded message is that when the ad shows an non- coded message it would want to give you a glimpse of what the image is trying to give to the consumer, in this case

Onto the coded message or more likely the design style; they went with this ad is much like an corporate standard ad with minimalistic approach of just white background black text and the image on the middle as it makes it less of a work to do but keeps the consumer interested in the ad itself. The design itself is just what is expected from Ikea from the white background and using the image as its main factor , it is business-like and fits the creativity that Ikea is aiming for. The rectangular box is more on the actual physical activity that is instructed from the body text which is also a creative design from Ikea but I can see that other ads are doing the same messaging technique that will be more popular in the future.

While it's universal for an ad to show the product in a way for the consumer on how a certain design on advertisement is meant to show a message by throwing a signal of an image or

the literal message from the message alone. It is completely derived from Roland Barthes
“Rhetoric of the Image” where he examines the piece of ad and tries to see the linguistic message
and non-linguistic message in the pasta brand ad. The fewer exception of the ad that doesn't
follow the message and derive is this specific peeing ad where both messages do not comply. In
the end the ad stills an ad but the execution for such an ad like this did not turn up well. From
using a baby crib as the image to the message about taking a pregnant lady pee to see has caused
a huge controversial issue that led to this ad being passing



Work Cited

“The Rhetoric Of The Image – Roland Barthes (1964).” Traces Of The Real, 17 Apr. 2014,
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