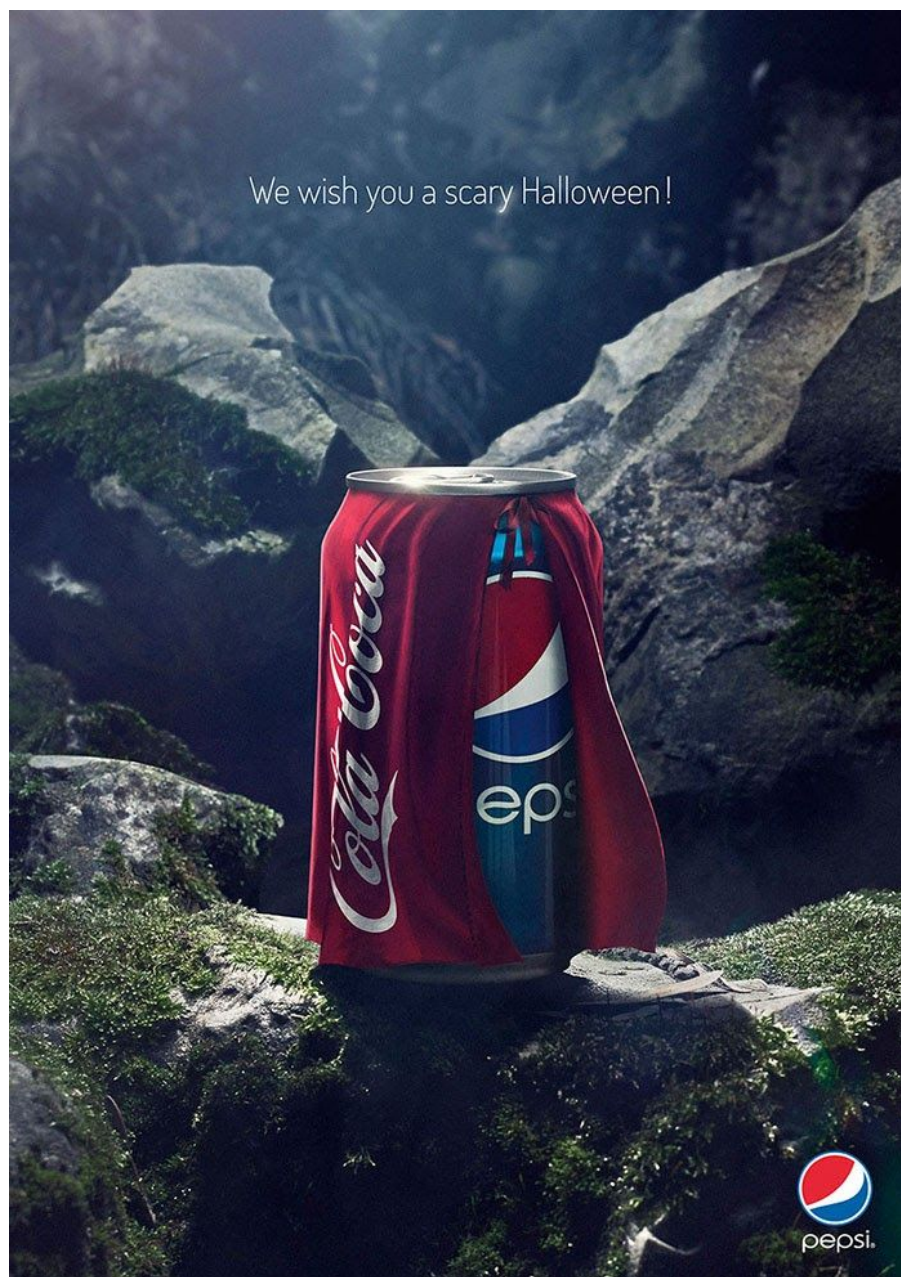


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Advertisements are always around us no matter where we are. Walking around the neighborhood, going to the store, using your phone, riding the bus or subway you will see ads everywhere. We either get followed by them or we follow them. Advertisements are very special, people see them, people get drawn to them but there are many different ads with different meanings behind them that people fail to realize.

To understand Roland Barthes's technique I chose a Halloween themed ad by Pepsi. There are two brands shown on this ad. The ad shows a Pepsi can wrapped around by a Coca Cola cape. The cape is red just like the Coca Cola branded cans. The cape is wrapped around the Pepsi can and is partially open so you can see part of the Pepsi logo. Their logo is well known and easily recognized by people even if one doesn't drink pepsi. The can is bright and centered on the advertisement which draws your attention to the middle. Pepsi flipped around the words and spelled it as Cola Coca. The cape can be a superhero cape or a dracula cape based on how you see the brands.

The background of the advertisement has big rocks with grass growing between them. The background features dark natural colors and at the top of the ad there is sunlight shining on the top of the can that makes the can shine. This is probably done to make the can stand out. The background looks like it takes place in a rocky area that could be in the mountains. There is text on the ad that says "We wish you a scary Halloween!" in a light sans serif font. There is a pepsi logo on the bottom right corner of the ad. "We wish you a scary Halloween!" is the message Pepsi is trying to show viewers telling them to enjoy their Halloween. This ad gives off a playful

feeling. Pepsi and Coca Cola have been competitors for many years and with this ad, it's all for a fun halloween.

After reading "Rhetoric of the Image" by Roland Barthes, we can see many messages behind this advertisement by looking at one thing, the can. In this ad we can find a denoted message and a connoted message. Denoted message is the literal message behind the ad and connoted message is the messages behind the ad of what one sees. The denoted message of the ad is the name of the brands shown which are the Pepsi can and Coca Cola cape. The connoted message behind this ad is Pepsi wanted people to buy their product instead of Coca Cola. Pepsi was showing "Coca Cola" is "scary" by wearing a Cola Coca cape that is similar to a vampire cape as a costume for halloween. Pepsi was sending a message to Coca Cola in a fun way. Another thing one may not see is the word on the cape being spelled differently. Pepsi flipped around the words and spelled it as Cola Coca. Along with the color of the cape is darker than what usual Coca Cola color is. The cape is covering the logo and could be any brand but the shape, color and along with the half shown logo shows that it is a Pepsi can. Many people can view this advertisement the wrong way based on the brand they like, it could also be a Coca Cola ad if there wasn't a Pepsi logo at the corner.

As you can see, Pepsi has used a creative way to send a message to viewers. Many may interpret it the wrong way thinking that the cape is a hero cape instead of a vampire cape. The Pepsi can is the object that conveys all the messages. Learning about the messages behind this advertisement you can see Roland Barthes's techniques shown. Overall, this Pepsi ad was a very creative way for Pepsi to send a message to viewers.

### Works Cited

<https://medium.com/illumination/pepsi-teases-coca-cola-with-a-funny-halloween-ad-campaign-5b61f08a3a21>