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COMD 3504 – OL10

April 24, 2021

Looking at this Italian consuming product and its advertisement stimulates people into buying these products and convincing that these follow up to its original culture. Well, it is true that these products designate Italian food and there're people who are interested in Italian food such as spaghetti, cheese, etc. But If we look in a different perspective as an advertiser or designer, there is something very effective that makes this product very pleasing for everyone. In design wise, we are going to be down on the effectiveness of type, shape, color, visual, etc. Breaking down these elements will help us understand the strategies and development of how 'Panzani' becomes a successful brand of evoking Italian cuisine.

'Panzani' is a French brand pasta that imitates Italian tradition, released in 2005. It was successful in selling its products world-wide later then. The message of the brand was for people who are looking for spaghetti in the market or for people who are interested in Italian cuisine. This brand expanded from pasta to selling cheese, sauce, etc. As you can see below of this paragraph, it introduces its products with a red background, filled with certain vegetables and a nest that resemble a traditional appeal. The color red is what stands out from this advertisement because of the red background and the tomatoes, resembling the red sauce. It's like you can definitely make spaghetti and meatballs by seeing the color.



As the article mentions about ‘linguistics’, it’s important to know that the title of the brand is readable and simple for the customers. This method allows all people from foreign countries to quickly realize that ‘panzani’ is a food product without thinking twice. By identifying the title, itself, the typeface is serif type related and condensed, a familiar style of the Europeans. If people assume that the brand is European by its lettering and linguistics, it’s easy to identify that it’s an Italian product that sells spaghetti and more. Coherent whole has its values, it requires general knowledge of the theme’s background, which is Italian food, it’s important to know its culture in order to understand and safely assume that this brand dedicates to Italian cuisine due to respect.

For a domestic brand, color is an essential presence that describes tone, saturation and value for an image. As for the brand, 'panzani' uses three color palettes: red, green and white. This can interpret many messages and good quality of references such as for a resemblance of the Italian flag color, the tomatoes, the red peppers, and mushrooms are the tricolor hues that represents the brand and the poster shown. According to the article, 'Barthes-Rhetoric-of-the-image, Roland states, "A second sign is more or less equally evident; its signifier is the bringing together of the tomato, the pepper, and the tri colored hues (yellow, green, red) of the poster." A noticeable sign that brings value for the brand, the tricolor scheme identifies Italy and its choice of domestic food.

"Photography involves a certain arrangement of the scene, but this transition is not a transformation." Quoted from the article. People say that an image is worth many words or almost a full summary and that is where photography comes in. As you can describe the third message, it's established by physical objects on the scene and provides a relation between signified and signifier. "The relationship between signified and signifier is quasi-tautological." Stated by Roland Barthes. How a message without a code can be defined and delivered is what Roland is trying to implicate with the brand, a photograph of their products surrounded by certain objects that complete the message.

All things considered, how advertising manages to merge these elements and ideas into its poster achieves its message through general knowledge of cultural themes, color, objects, etc. Even today, many products like 'panzani' use similar methods towards their advertising posters, from domestic products to international goods. I've established the importance of visual appeals

that interprets linguistics and the message to be evident and accessible for all communicative and non-communicative platforms.