

SHOUT! Wipes ad



The picture is for a Shout wipes ad about removing stains while out and about. In the image, there's a washing machine with a glass window in the front of it and inside of it is green clothing and pink clothing, the pink clothing appears to be melting. In front of the washing machine is a hand holding an ice cream cone, the cone is positioned just below the clothing, and the clothes

the washing machine are in the rounded shape of ice cream scoops. A washing machine is a cleaning technology used mostly for cleaning dirty clothing items, but can sometimes clean other items such as a pillow or a mat. Ice cream is a sweet cold dessert that comes in different flavors. The non coded iconic messages found in the ad are the washing machine, the clothes in the washing machine, the hand and the ice cream cone. The coded iconic message in the ad are stains from melting ice cream and cleanliness. The linguistic messages is the caption “CLEANS ON THE SPOT” and “SHOUT Wipe and Go” found on the package of the wipes. The connotational message is the Shout wipes can clean stains just as good as a washing machine, also the green and pink clothes in the washing machine represent the coded iconic message of ice cream scoops, and the pink shirt which is giving the illusion of melting represents the stains. The main color used in the ad is white, which connotes to purity and cleanliness, the washing machine and wipes are also white. The caption “CLEANS ON THE GO” that is next the portable wipes, acts as the relay to the wipes ice cream and the cone and washing machine, since the ice cream and cone are food that you get from a shop or store and will melt and drip, it will likely cause stains, the wipes are portable and cleans just as good as high powered cleaning technology but is easy enough to carry.