

Имажитивная реклама

Цель выступления:

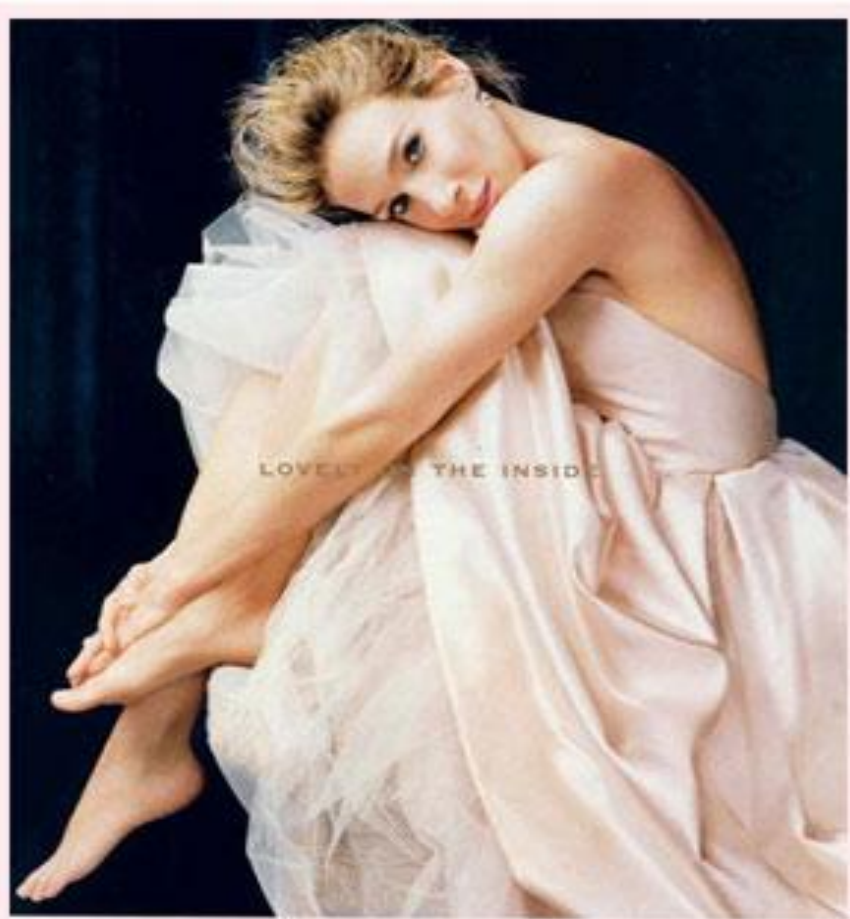
- ✓ Дать понятие имажитивной рекламы;
- ✓ Рассмотреть специфику рекламы духов;
- ✓ Рассмотреть приёмы создания образа в рекламе парфюма

I live for moments like this.

pleasures
ESTÉE LAUDER



N°5



LOVELY THE INSIDE



LOVELY
NANAH JESSICA PARKER

THE FIRST SCENT

Этот аромат
заменит Вам
любой шикарный наряд
и самые дорогие
украшения

Духи -ALTA
Истинной Женщины

Новая -ALTA PUGACH
всегда и
всегда прелесть

Оксана РОБСКИ Ксения СОБЧАК

ZAMУЖ

за миллионера

товар сертифицирован

50 mln





EXCLUSIVE
ВЫСТАВКА INTERCHARM 2008
8 зал, стенд E10+E12

An advertisement for the 'ЛЮБЕЗ' fragrance line. The main image shows a man in profile, wearing a dark beret and a textured sweater, looking towards the right. In the foreground, there are four product packages: a white box for 'ЛЮБЕЗ' (featuring a man in a white shirt), a green box for 'КОМБАТ ЛЮБЕЗ' (featuring a man in a green shirt), a black bottle for 'КОМБАТ ЛЮБЕЗ', and a black box for 'АТАС ЛЮБЕЗ' (featuring a man in a beret). The background is dark and moody.

GIVENCHY
presents
Uma Thurman



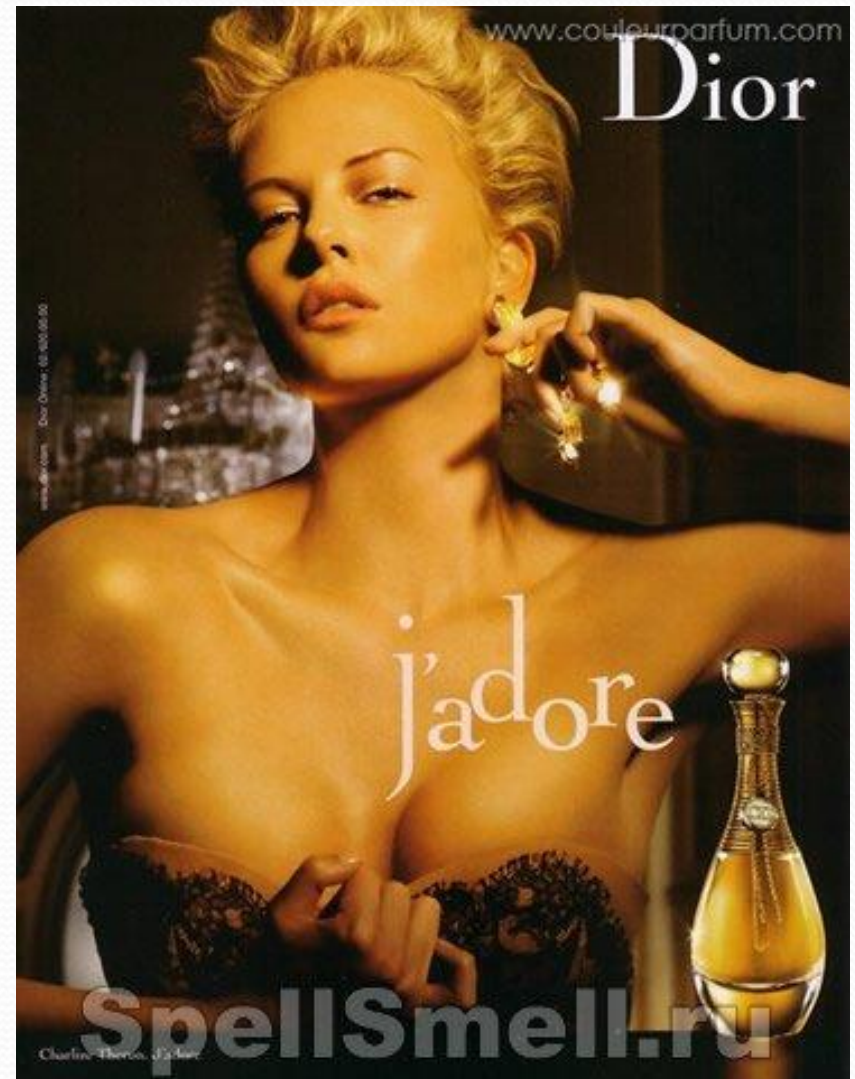
ange ou démon
le secret
THE NEW FRAGRANCE




www.givenchy.com

Detailed description: A full-page advertisement for Givenchy perfume. It features a photograph of Uma Thurman sitting on a chair, wearing a white, low-cut, draped dress and white high-heeled sandals. She is looking directly at the camera with a slight smile. The background is dark and moody. In the bottom right corner, there is a clear glass perfume bottle with a pinkish liquid inside. The text 'GIVENCHY presents Uma Thurman' is at the top. The product name 'ange ou démon' and 'le secret THE NEW FRAGRANCE' are prominently displayed in the lower half. The website 'www.givenchy.com' is at the bottom left.

www.couleurparfum.com
Dior



j'adore



SpellSmell.ru

Charlize Theron, j'adore

Detailed description: A full-page advertisement for Dior perfume. It features a close-up photograph of Charlize Theron's face and upper body. She is wearing a black lace strapless top and has her hair styled in an updo. She is holding a small, ornate perfume bottle near her ear. The lighting is warm and dramatic, highlighting her features. The text 'www.couleurparfum.com' is at the top left, and 'Dior' is in large white letters at the top right. The product name 'j'adore' is written in a cursive font across her chest. A clear glass perfume bottle with yellow liquid is shown in the bottom right corner. The website 'SpellSmell.ru' is overlaid at the bottom, and 'Charlize Theron, j'adore' is written in small text at the bottom left.





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«Парфюм для женщин Absolutely Givenchy наполняет женщину - обитательницу мегаполиса энергией, задором и оптимизмом» (Givenchy);

«Женский аромат Amor Amor от Cacharel идеально подчеркнет молодость и увлеченность его обладательниц» (Cacharel).



armani
code

the ultimate code of seduction

armani
code

GIORGIO ARMANI

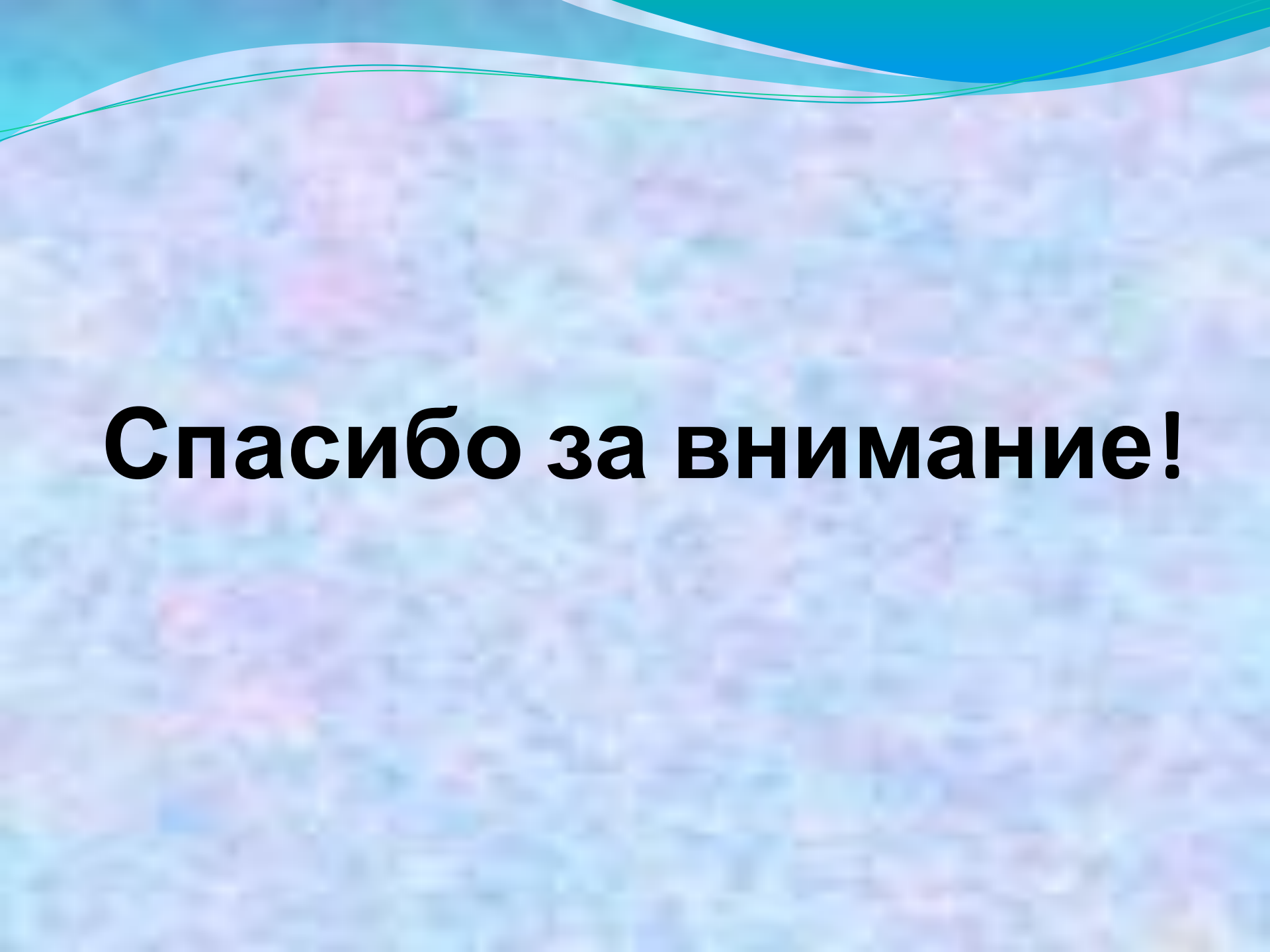
dunhill X-CENTRIC

N'essayez pas de comprendre.



Obrana.com.ua

Le Parfum pour Homme



Спасибо за внимание!