

<https://livetabog.wordpress.com/2017/10/02/advertising-and-marketing-old-spice-poster/>

Fill in the right hand column, basing your answers on the first part of the article.

You may disagree with some of the statements – put your opinions in the right-hand column as well.

	True/ False (correct it if it's false)
The Old Spice Ad was made using Photoshop	False – it was designed by Matt Carroll using a physically constructed model.
The poster was part of a cross-media campaign that aimed to reposition the brand and make it more accessible to younger audiences.	
The man's body acts as a landscape/ island, and could suggest that the fragrance is so good that everyone wants to submerge themselves on his body.	
His facial expression acts as a major aspect of the poster as the smirk on his face with one eyebrow lifted suggests confidence and self-satisfaction.	
The colour blue is a key colour for the Old Spice branding and is only seen on the packaging of the products and smaller elements such as the bathing suite of the female and the sun umbrella.	
The ad mainly targets men	
There is also a large use of the colour blue which connotes calmness and freshness.	
Postmodernism has led to higher levels of irony in representation, complicating the representation process. Old Spice's advert shows the influence of postmodernism in its use of pastiche (a mix of styles, reference) and bricolage (sticking all sorts of bits together, do-it-yourself assembly of random elements), its playful use of layout, and its lack of a coherent representational order.	
The Old Spice's advert employs a positive stereotype of the Bahamas, as a place of exotic pleasure.	
Old Spice is made by Gamble & Proctor	
The model is an ex American football player called Isaiah Mustafa	
The advertising agency responsible for the ad is called Wieden, Wieden and Wieden	
The ad is part of a cross-media ad campaign covering video, social and print	
The Old Spice advert creates diversity by representing an African-American, although a rather stereotypical athletic ex-football player - Isaiah Mustafa.	