

Student Name: Kamila Jacewicz

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Tutor: Julia Lockheart

Task Two: Semiotic Analysis = 430 words

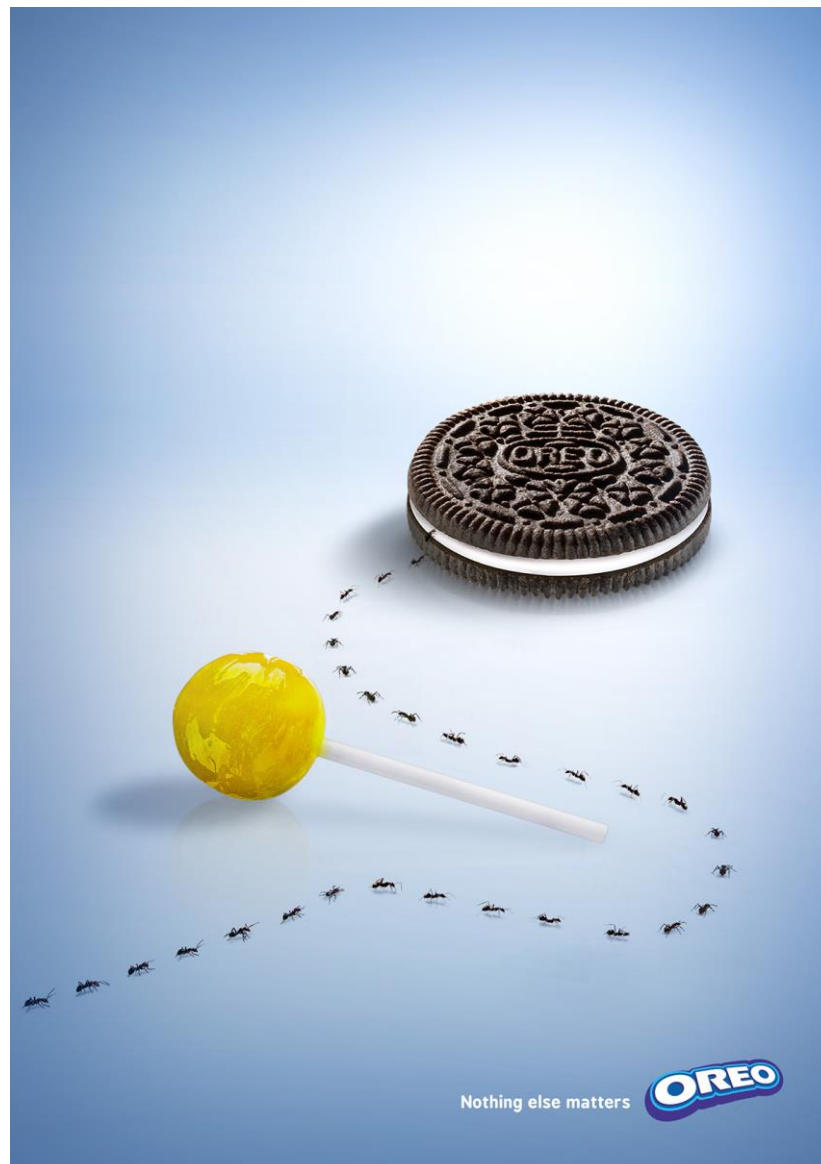


Fig. 1 Oreo ads, 2015

Oreo, a cookie brand recognized worldwide, has entrenched itself as a global favorite among consumers. Renowned for their delectable taste and iconic brand image, Oreo's marketing methods always use new and interesting ways to attract different people as "*selection of information is subjective, as some people are more selective than others*" (M. Epure; L.C. Mihăeș, 2019, page 7).

The 2015 poster's semiotic analysis unveils a captivating scene against a light blue background. On the poster, we observe ants marching in a line, initially heading in a specific direction. Along their path lies a glistening golden lollipop, which would typically be an appetizing treat for the ants. However, the ants bypass it from the stick's side, continuing on until they encounter an Oreo cookie, which they ultimately turn towards to taste. The concise text "Nothing else matters; OREO" positioned at the bottom right of the poster perfectly encapsulates the situation depicted in the poster.

Based on this poster "*when we read an image we are imposing a consecutive narrative structure onto it [...]*" (V. Rutledge Shields, D. Heineken, 2002, page 54). What unfolds in this visual narrative tells us that the appealing lollipop is not at all enticing for the ants; in fact, it is quite repellent, as the ants go out of their way to avoid the sweetness. As they follow the new course, initially passing by the Oreo cookie without paying attention to it, they eventually turn towards it to taste its flavor. The behavior of the ants suggests that the attractive treat is an Oreo cookie and not a certain candy of unknown brand.

The redirection of the ants towards the glowing Oreo encapsulates a transformative shift, indicating the cookie's compelling magnetism. It subtly emphasizes Oreo's ascendancy as the preferred treat, overshadowing the traditional sweetness offered by the lollipop. The poster subtly emphasizes Oreo's supremacy as the top choice, capturing the core of consumer preferences and strengthening the brand's inherent popularity, using "*these conventions to develop stereotypical promotional messages that corrupt the mind [...]*" (E.C. Alozie, 2010, page 2) particularly among children, imposing the idea that only their products hold significance.

Through this basic graphic, Oreo's advertisement echoes a powerful message. It champions innovation and creativity, portraying the brand as a pioneer in consumer preference. The captivating visual story highlights Oreo's irresistible appeal, confirming its position as the favored choice among consumers worldwide. In today's market context, "A brand is a sign that identifies, transforms and gives values to subjects and objects by producing various possible meanings" (Marrone & Mangano, 2015; M. Epure; L.C. Mihăeș, 2019, page 52).

Bibliography:

1. Alozie E.C. (2010) "Advertising and CultureSemiotic Analysis of Dominant Symbols Found in Nigerian Mass Media Advertising" ; <https://journals-sagepub-com.ezproxy.uwtsd.ac.uk/doi/abs/10.1177/097325861100500101> ; Journal of Creative Communication, page 2.
2. Epure M.; Mihăeş L.C. (2019) "The role of language and symbols in promotional strategies and marketing schemes"; <https://www-igi-global-com.ezproxy.uwtsd.ac.uk/gateway/book/192043> ; IGI Global, page 7, 52.
3. Rutledge Shields V.; Heineken D. (2002) "Measuring Up: How Advertising Affects Self-Image"; <https://www-jstor-org.ezproxy.uwtsd.ac.uk/stable/j.ctt3fhqp5> ; University of Pennsylvania Press, page 54.

List of Figures:

Fig. 1 Oreo ads, 2015 Accessed: <https://www.behance.net/gallery/14775477/Oreo-Nothing-Else-Matter-Print-Advertisement/> (Accessed on 28 November 2023)