Humans are in the midst of a big data era. This implies that there is anything new to see whenever we turn. Besides, is there not a limit to how much a mind can handle? Every hour, our eyes may register up to thirty-six thousand visual information (Al-Sayed, 1998). The basic fact is that pictures express considerably more effectively and quickly than words. As a result, utilizing visual material in the ad campaigns is a requirement if anyone desires to get more out of these. Graphics are critical for enhancing product recognition and chief interaction. This is due to the fact that they assist prospective customers in seeing the product or service in a more personal manner.

The line "DARE TO HOLD YOUR HAIR HIGH” denotes that this shampoo can make your hair more strong and healthy by increasing the volume of the hair. It also enables the users of the product to style the hair according to their will. They can ribbon their hair or hold them up. The upper case letters of the phrase emphasize this idea and persuade the general masses to read what is written in such foregrounded manner. After this, the people will conceive their first impression of the product.

The authentic meaning of the phrase "A full range of Pro-V formulas to smooth, add volume, protect, or hold your healthy style all day" is that the product contains a high concentration of vitamin formulas. They turn hair thicker, increase their smoothness, defend against free radicals, and keep these nutritious even when styled all day. It implies that the product is suitable because it was manufactured using good formulae and provided so many hair-related functions (Nguyen, 2015). The statement will provide the impression that a good product is always manufactured using good formulae and has a plethora of useful features for the consumer. This is an inspiring concept that would certainly appeal to a self-conscious young lady about her appearance. Women may alter how they will be regarded by the world apparently by utilizing this item. The woman makes the call, and she gets to decide by refusing to admit anything other than lovely, flawless hair. The model's intriguing representation solidifies this idea of the lady being in command.

The picture has a golden backdrop, a large image of a dark-haired woman, and a reduced but still visible representation of the object. The graphic creates clear comparisons to elicit a reaction from the viewer: the woman has glossy, shiny hair, and she utilizes Pantene shampoo. So, if I use it, I would have bright, better, and healthier, thick hair. In this way, the ad effectively connects the predominant advantages of the brand enjoyably and directly.

A near interpretation of the elements of this ad discloses that the graphic portrait, and the selected context, clearly target a female audience. Color design, picture positioning, product features, and the use of a dark-haired woman all cater to gender expectations. Women receive a visual representation coupled with credentials for the firm, implying that they (should) consider the things they purchase. Females are also stimulated to concentrate on their looks and feelings after using this product. The commercial skillfully exploits such potential assumptions about the womanly needs, and a female buyer may likely respond favorably.