

Tina Barney Dior Ad

1. What strikes you in this photograph? What is the visual narrative?

The photography can be classified as classy. The models are not smiling and are displayed in black-and-white outfits in huge rooms. The models do not seem to interact with each other.

2. Now that you know this is an advertisement, how does your perception of the image shift?

Dior was always categorized as a high fashion designer and the way the space is used and the look and outfit of the mannequin represent it well. The colours red, white, and black are emblematic of Dior in addition to being the main colours displayed. My overall perspective does not change but the explanation of the choice of those faces, outfits, poses, colours, and settings is answered.

3. How and why might individuals be susceptible to the influence of the media and advertising?

4. What makes an advert linger in your memory? Is it the images? Slogans? Music? What else?

The elements of the advert that linger in my memory are the colours of the outfits blended with the main red of the background.

5. Copy, Signature, Tagline, Slogan: which of these appear in the advertisement? Describe the style/effect.

There are the signature colours but there are probably more signatures of the artist of Dior. The slogan of Dior appears in one of the photos of the photoshoot but the fact that this photoshoot is Dior is a bit more discrete. The effect is we see more of the style and less of the brand, it feels more like a fashion show and less of an ad.

6. Which Advertising technique is being used here? (Cambridge, 12)

Dior is using association as their main marketing tactic. By associating beautiful people with beautiful clothes customers will conflate Dior with beauty when they think of them.