The Dior Sauvage ad in ad that is advertising a French cologne for men. The ad appeared in the back of a Gentlemen’s Quarterly (GQ) magazine in the November 2019 issue. GQ targets men ranging from the ages 16-34 and most readers are usually those of a higher or above average income. The Dior ad is intended for the younger audience as it appeals to the fears and desires of the age group. The ad is effective because of the components within the ad and it appeals to the intended audience with the idea of elitism.

The ad does a good job of targeting fears and desires of the intended audience (ages 20-30) and does it effectively. The cologne does a good job of targeting the fear of being alone. One major fear of this age group is being alone. This age group is afraid of being alone both, socially and romantically and not being able to be social. Another fear of this age group is being financially unstable and being poor. This is also meaning a fear of not finding a job or not finding a job they enjoy. And this relates to the desire of trying to reach the top and be the best they can be.

The main subject in this ad is the man in it and is Johnny Depp. This is important, because it adds to the effectiveness of the ad because they used a celebrity and actor that is well known among many people. The image of Johnny Depp brings out the basic need of affiliation which is saying that if you use this perfume then you can be associated with the higher class, just like Johnny Depp. And that’s where the effectiveness comes in. The use of Johnny Depp brings out that desire of affiliation and wanting to reach the top which is one of the main goals of the intended age group. The use of Johnny Depp also brings out the basic appeal of prominence, which is by using this cologne, you will be able to fit in with the higher class. The ad centers around the idea of Native American culture and the use of Johnny Depp, because he does identify as part Native American, brings authenticity to this ad. However, thereis possible loss of effectiveness by using Johnny Depp in this ad. Johnny Depp has recently had a controversy around his divorce that centered around the accusation of domestic violence against Depp and could cause consumers to boycott this product because of this. Overall the use of Johnny Depp in this ad is telling the consumers is by using this ad you can become of a higher class and affiliate with someone like Johnny Depp.

The campfire is important to the ad as it brings attention to certain areas in the ad and also provides an underline message to the ad. The campfire is placed in the middle of the ad and because the time of place is taken at night, the fire brings your attention and brings it right to the middle. This allows the reader to focus on Johnny Depp and the text which is located right where the fire is. The fire can also be seen through the cologne bottle and could be a literal meaning that if you use this cologne bottle, then it’ll make you hot. The fire could also represent transformation and saying that by using this cologne, you are able to transform yourself into a greater being. In conclusion, the ad is having us focus on Johnny Depp and saying the cologne will transform you.

The cologne bottle is important, because of where it’s placed. First, the cologne bottle is towards the side of the fire and because of this it is slightly illuminated by the fire. This creates the basic appeal to curiosity because of the mysterious vibe the cologne bottle gives on because of the way it is lighten up by the fire. When reading a page, the reader typically reads from top left to bottom right and the cologne bottle is placed at the bottom right of the page. The reason why the bottle isn’t in the middle of the page is because where it is placed, the cologne bottle is the last thing they’ll see as they flip the page. This is highly effective, because if the reader of the magazine is slightly interested by the ad and they see the cologne bottle last, then they’ll have the image of the cologne bottle in their head as they move on from the ad.

The text Sauvage is in French and it translate to the word Savage. The placement of the text is right about the campfire and it almost represents the smoke that is coming from the fire. The color of the text is white, and this overlooked fact is important. Majority of the ad is dark except the fire, but even so the fire is of a warm color scheme. The white offsets the dark and is able to pop out and is very easy to read.

My personal take away from this ad is that it is actually very effective. It targets some major fears and desires without the consumers even noticing and I feel like it does a good job into trying to make the reader buy this product. I chose this ad because I am a fan of Johnny Depp and again, that just shows how effective the ad can be by using a celebrity.

