Discussion Post

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For this discussion, I have chosen Perfume as a product. This product has been chosen because it is easier to apply all types of advertising on it. Firstly, the affective advertising will be used to initiate the fear among people so that they keep the perfume away from the fire or do not heat up the packing above a certain temperature. Similar messages should be communicated if there are people who are prone to allergy from use. Brand imaging creates an overall image of the product and perfume is a product that is seen as a brand (J.Baker & Jr., 1977). This type of advertising will be used by portraying a celebrity in the advertisement. A company has to make sure that image of celebrity matches well with product image as depicted by company. The second important aspect will be the major product features that the company wants to be highlighted. Generally, long lasting fragrance has been one of the most important aspect in perfume advertising. This will be shown as a person who has applied perfume in the morning and the fragrance is still fresh in the evening. If the product is shown as a fashion product, then there will be a different way to depict the brand image. The unique selling proposition will be the long lasting fragrance of the perfume without giving any stains on the clothes. In this advertisement, two people will be shown using different brands, one will have stains on clothes and other one will not experience this problem (Velasco-Sacristan & Fuertes-Olivera, 2006). This feature along with long lasting fragrance as discussed earlier, will become the unique selling proposition. Resonance will be used by showing interviews of people who have already used the product. The brand positioning will be used by showing the office workers in the advertisement who work long hours in their offices. The generic strategy will make the use of a generic feature of fragrance to occupy a new market.

# References

J.Baker, M., & Jr., G. A. (1977). The Impact of Physically Attractive Models on advertising evaluations. *Journal of Marketing Research*, 538-550.

Velasco-Sacristan, M., & Fuertes-Olivera, P. A. (2006). Olfactory and olfactory-mixed metaphors in print ads of perfume. *Annual Review of Cognitive Linguistics*, 217-252.