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Analysis of Diesel Advertisement

The advert being reviewed was used by Diesel in a fashion magazine under the successful living slogan. However, prior to reviewing the image, it is important to first discuss briefly about the company that used the image. Diesel is an Italian based clothing company that was established in by Renzo Rosso in the 1970s and headquartered in Molvena. According to Arning (2009) the main aim behind Rosso's decision to establish Diesel was to create a clothing label that would be ideal for liberalized people that express their freedom with the way they dress and how they adopt different strategies in that are different to others while pursuing their goals. In addition, Arning (2009) has noted that Diesel is normally different when it comes to advertisement since unlike other companies that tend to customize their advertisements in order to suit various market, Diesel normally adopts identical advertisements for various markets. One notable feature in most if not all of Diesel advertisements it's that they contain of people wearing Diesel clothing who are normally separated from the view depicted in the advert. All of Diesel's advertising campaign consists of the slogan 'For Successful Living' (Diesel, 2012).

In advertising, a denoted message as explained by Forceville (1996) and Kotler (2004) is the direct message that one gets when he/she views an image while connoted message is the message obtained by analyzing various aspects of the contents of the image. In the advertisement image used by Diesel, the denoted message can be argued to be the independence that people

who wears Diesel products enjoy. As can be seen from the image, there are two groups of people on the image. The first group consists of fat men who seem to do the same thing been done by the other nine men while the other group consists of young men who are free and different from the other group as they seem to be doing their own things and not what is done by the others. It can thus be argued that by publishing this advertisement on a magazine, Diesel have aimed at portraying the freedom as well as the uniqueness that comes with its products since the products are not worn by anyone.

In perspective of visual design, the advertisement image can be argued to have several visual designs. A first look at the image indicates that there are three different scenes depicted in the image. The first scene consists of the 'heavily' built men who have worn the same clothes and are actually eating the same kind of meal, the second scene is made up of the three different animals while the third scene consist of the three well built young individuals who are portrayed as been independent as can be seen from the way they have posed. A closer look on the entire image actually gives one a clear meaning of the message that the company wants to send out to its potential customers since one starts to understand what the three different scenes signify. The men who are eating fast food have been used to illustrate common individuals who have become accustomed to fast food culture and are no longer concerned about their well being as medical experts have consistently warned that fast food is not good for anyone's health. Nevertheless, the common man is depicted to be enjoying the meal and probably having 'a time of his life' without considering the side effects that the meal might have on him. Furthermore, the fact that the uniformed men seem to be laughing and eating a lot of food shows that they are probably having the meal after a busy day of work. On the other hand, the three individuals wearing Diesel clothes seems to be relaxed and orderly with two of them astonished by the antics of the other

group. The three individuals can be argued to signify that people who wear Diesel are normally free to do what they want and easily stand out from the crowd. The other scene depicted by the heads of the three animals on the wall indicates the impacts that the obese men have on the environment as they have to kill animals in order to get food.

As far as the creation of commodity fetishes is concerned, the advertisement image can be argued to have portrayed Diesel as a brand that gives people the freedom to choose what they want to do without necessarily doing what the others are doing. The slogan successful living that can be spotted in the image is used to emphasize that Diesel is only meant for people who want to live successfully.

In conclusion, it can be argued that Diesel has ingeniously used the image to try and convince target audience that Diesel is the brand to be worn by anyone who wants to free and different from others.



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