

Cool Water Wave Alex Chiarella

Cool Water Wave is a perfume made by Davidoff. There is a pretty woman on the ad, Gabrielle Reece, about thirty to thirty-five years old. She is standing on the beach wearing only a tank top and posed in a sexy position. There is a picture of the perfume in the bottom right corner of the ad. This ad claims that this perfume product is the "new fragrance for woman." The persuasive techniques used in this ad are symbols, testimonials, and beautiful people. Symbols is a technique because their logo has a unique font and layout on the page. Testimonials is used because Gabrielle Reece was hired to be their model. She is a professional volleyball player and is very famous. Lastly, beautiful people is their technique because Gabrielle is a very gorgeous, young lady that has absolutely nothing to do with this perfume. The persuasive techniques are used to help sell the product.

This ad is targeted to catch young women's eyes. It says if a woman wears this kind of perfume, that they will become young and attractive, like Gabrielle. That is not realistic at all. In fact, it is a deceiving and an untruthful ad to many women. She is wearing practically nothing except a tank top. There could be side effects to this perfume. Maybe, it enhances one's sex drive or desire to dress very skimpy. Also, young girls might think it is okay to just wear a tank top to the beach after looking at this ad. It could have a bad or negative influence on girls and women.

The text on the ad says, "The new fragrance for women." That is a pretty big overstatement because this perfume is definitely not a very popular brand. Six girls (out of six) said no when I asked if they had ever heard of the perfume, Davidoff. This perfume, Cool Water Wave, might have a weird scent to it. For all anyone knows, it could smell like salt water because the girl posing in the ad is in the water at the beach. A great idea is to put a sample strip inside of the ad, so women could smell it and see if they like it. It also doesn't say how much this product is worth. This product may be a lot of money and it could ruin someone's plan to buy the perfume.

Overall, this ad is very bad. Davidoff has produced this perfume that has a lot of unknowns. They didn't put its smell, price or side effects in the ad. They could have also used another picture. This picture now is more focused on a random, pretty woman, instead of explaining the key points about the perfume. Also, the negative and unrealistic message is that the product shows that if one wears this perfume, they will look attractive and young. Davidoff should revise this ad and put another and better one in a magazine.