

A semiotic analysis on the Victoria's Secret Love My Body Campaign advertisement

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Abstract

The people of today's society are so used to the abundant availability of visual information that they fail to recognise the ingenious tools used to buy a product or contribute to the success of the product in some way. We are living in the age of Advertisements. Oral publicity by far the more ancient form of advertisement is carried in by hawkers. However, publicity in print, internet and television is more essential and extensive form of advertising. Advertisements like to appeal giving subliminal messages to the viewers. Victoria's secret 'love my body' campaign advertisement features slender and chic models flaunting their perfect body revealing the lingerie collection. The depiction of a perfect body is just fabricated as not every model is slim and sleek in order to achieve the goals of the so-called perfect body. The purpose of this research is to bring to the knowledge the manifestations and consequences of chic physique through campaign advertisements, to evaluate the use of the characters in the advertisement campaign, to identify the signs and symbols used to characterize the portrayal of the cliché, to analyse the message of chic physique through critic feedbacks.

Keywords: Campaign Advertisement, Evaluate, Analyse, Identify, Portrayal of cliché

Introduction

Advertisement is an intrinsic component of marketing and business, where the recipient is persuaded by the advertiser through the use of extravagant images and features. It is the best way to communicate to the customers. Oral publicity of advertisements by far the more ancient form of advertisement is carried in by hawkers. However, publicity through print, internet and television is more substantial, essential and extensive form of advertising. Advertisements like to appeal giving subliminal messages to the viewers

Conventional foresight is that the use of advertisement is to simply instigate the human mind to think. So the term 'Brand' is just what the audience think of when they hear or see the product or the company's name and this 'Brand' emotion simply exists in the humans mind.

This research deals with Victoria's secret 'love my body' campaign advertisement features slender and chic models flaunting their perfect body revealing the lingerie collection. The depiction of a perfect body is just fabricated as not every model is slim and sleek in order to achieve the goals of the so-called perfect body. This makes the practice highly and doubly problematic.

This paper will discuss the relationship between the television and the product market through advertisement campaign. It will also discuss the signs and symbols present and used to merchandise for the campaign along with the comparison of the 'ideal beauty' in regard to other campaigns and society.

Significance of the study

The findings of this study are to bring to the knowledge the manifestations and consequences of the chic physique through campaign advertisements of the products in the society. With the use of certain quotes, symbols, signs, characters and pictures the surrealistic reality of perfection is established. It also examines the impact of the advertisement campaigns on the consumers.

The 'ideal body' merchandise of Victoria's secret 'love my body campaign' advertisements over a slew of svelte supermodels ended up promoting unhealthy and surrealistic standards of beauty. This study merely reflects the aftermath effects of these advertisement campaigns on the consumers. It is to also show that the concept of 'ideal beauty' is simply a constructive theory and that imperfection is a part of beauty.

It is to also bring awareness that beauty is simply a personification of the human mind through a comparison of the Victoria's secret advertisement campaign to that of the Dove's 'Love my body' advertisement campaign and to evaluate the study through the interpretation of the signs and symbols used to promote the campaigns.

Literature review

SWOT analysis of Victoria's Secret (Marketing91): Victoria's secret is one of the largest international lingerie designer and manufacturer. The SWOT analysis on this brand's advertisement campaign unveiled its strength, weakness, opportunities and threats. The strength with which the brand gets its upper hand over its competitors was fashion shows, focus on the customer engagement, the in-store experience and creations of celebrities and advertising strategy of their product line, the weakness simply included negative association, brand migration and brand switching. The opportunities prevailing is the potential growth of the emerging markets while the threat faced by the brand was competition and steals as the people preferred cheap imitations of the popular brand.

Failing of the Victorian Lingerie Empire (Daily Mail): With the evolution of trends and fashion in the society, the prepossessed nature of an individual finds its way out leading to much open ideas, Victoria's secret found them unable and failing to adapt to the shifting perception of beauty and sex appeal. The Victoria's secret Buzz score has reportedly dropped from 31 in 2016 to 23 in 2018 among young as well as middle aged women. The sexy appeal portrayed by the brand was no longer glamorous and often was used as a tool to provoke the opposite sex. The failure of the brand's outdated perception of 'ideal body' beauty and to include diverse models is reported to be one of the major factor for the fall of its empire as the world's leading and largest lingerie brand.

A Case Study on maintaining the brand relevance (Polino Poromarenko): Relevance is the ability to meet the 'real or latent' needs of the consumers. The brand relevance of Victoria's secret aims and caters the need of its consumers in many ways. The primary merchandise tactic used is the interaction of the producer and consumer through lingerie stores, which is the most popular points of success. The brand extended its product lines by the introduction of the PINK lingerie collection for the younger demographic while is also faced a huge backlash due to its conserved beauty perception of the 'ideal body'. The popularity as well as the perceived quality of the brand is directly connected to the brand asset valuator.

Objectives

General Objective

The general objective study is to analyse the implementations of the slender and click physique portrayed in the advertisements.

Specific Objective

- To evaluate the use of the characters in the advertisement campaign
- To identify the signs and symbols used to characterize the portrayal of the cliché
- To analyse the message of chic physique through critic feedbacks

Methodology

The research data is collected using both primary as well as secondary data collection. The method used in this study is a qualitative approach. Primary data is collected from original resources for research purpose and specific problems. The theoretical appraisement of the research used to evaluate is conducted using the data tool for content analysis -coding sheet format. The primary data will be collected through coding sheets. Coding is an analytical process the data in qualitative form is categorised to facilitate analysis. The secondary data will be collected from journals, online blogs, books, articles and news sites.

Qualitative approach mainly affiliates with the recording, assessing and interpretation of the detailed understanding of human behaviour and understanding.

Data Analysis and Interpretation

Thus, on analysing this advertisement campaign, the use of ethos, pathos and logos was taken into consideration. The advertisement easily achieves its credibility (ethos) simply because of the brand name seen. Victoria's Secret is a much revered brand that not only produces quality products but also provides good service. People mostly like to buy from Victoria secret because of the reputation and stature that they have developed and established amongst the global community of women. The use of emotion (pathos) and a celebrated model that characterize the look of "perfection" would most definitely hook the viewer's attention simply because people still strive for the same level of perfection. Essentially, the model has the perfect hair, body, colour, facial structure, etc.; the advertisement campaign is screaming to the audience that on the use of this product, one is most likely to become perfect. The use of the colour pink and floral patterns simply attracts the intended targeted mass audience because people who use Victoria's Secret products are most likely women and that would delight in such mediums. Finally, the use of the words like 'sexy' is definitely words that embody the desired feelings of consumers. Women tend to as well want to feel, look, and smell sexy; therefore, if they acquire this product, they will get the outcome that they want to and will also be sexy.

Lingerie advertisement campaign

The lingerie collection of 'Victoria's secret' advertisement campaign play on women's insecurities. Lingerie can be sexualized, because it covers the most private parts of a woman's body. The advertisement features some overlaying music with provocative lyrics such as, "I take a bite of you; come play with me."

The advertisement appears to cater more to the main target audience that a lingerie company should cater to – women. It's a play on words with the popular "Body" line of bras, and the advertisement copy clarifies: "Perfect fit, comfort and perfectly soft." Victoria's Secret figures out that the ultimate way to sell lingerie products to women isn't through hyper sexualised marketing campaigns.

The PINK collection from the Victoria's Secret advertisement, geared toward the younger crowd. This picture from the advertisement is aimed towards 12-18-year-old girls who are looking for new underwear.

'The Perfect Body' portrayed models with a very slim physique celebrating their amazing diversity of a woman's body by calling it the 'perfect' body type. Underwear on a petite girl with big breasts doesn't look the same as on a

supermodel bringing out the features of slender and chic physique into reality. The mode of communication used is non-verbal as to attract attention and deliver a promotional message of advertising

The number of objects used to sensualize the product reaches a maxim. The models are seen to use a lot of objects as to communicate the message of product selling to a specific group, usually for the purpose of marketing or a kind of advocacy. Most of the advertisement campaign for social media is revolved around beaches. Water is a depiction of purity and beach is used for its baffling width and depth simply denotes life itself. It is often quite calm, but becomes raging and fierce and even deadly at an instance, with the waves representing the sudden obstacles life throws our way.

The symbolism of water is as limitless and beyond as all the water in the world. The meaning of water goes as deep as the deepest sea. Besides, from magic and mystery, dreams to intuition, water holds endless subliminal messages and inspiration.

Victoria Secret Perfume advertisement campaign

The entire advertisement starts with the portrayal of woman. She looks gorgeous, beautiful, and adorned with elegant and shimmering gold dress. The advertisement starts with a model walking forward step by step, ruminating about the obsolete history of ruins, and suddenly a lengthy satin cloth falls from the room ceiling. The sleek, shimmery-dressed model then begins to climb the flight of stairs with an expression of ecstasy. On nearing the top stair, she pauses for a moment and then pulls off the necklace of golden pearls around her neck, and suddenly emerges on the building's rooftop.

The dream-like advertisement plot, looks heavy-handed yet is a vague semiology. It also shows pseudo-profound monologue which are confusing yet, familiar—these form the basic ingredients of every Victoria's secret advertisement.

All of the aforementioned elements combine to create a diverse advertising genre induced with blatant stylings that a Victoria secret perfume-commercial constitutes. The advertisement is a parody that holds as a genre in itself.

The conception of Victoria secret perfume advertisement disconnects from the rest of the world. It now has become a deep-seated parody in pop culture.

For most elite fashion networks and houses, perfumes in particular, are regarded as a high-marginalised product compared to other clothing materials. Most runway shows assemble all major media attention, so all fragrances help the bottom liners, by reaching a much broader range of customers than a pricey couture.

Therefore, perfumes have one major advantage in that regard. Every human's olfactory sense is strongly tied to sexual desires and emotions. Once inhaled, all smells become inherently neutral, but it creates a deep emotional connection to other various smells.

One of the main reasons the fragrance for a 2000 rupee bottle is to be able to book a celebrity for your marketing strategy. Get the hottest, classiest one - actress, athlete, model, musician, whoever. They all can't just be hot; they also need to be classy. Both these conditions must be met in order for the strategy to work; otherwise Victoria's secret would be in every fragrance commercial out there.

Contrasting black-tie costume party; smoke-filled house of glistening mirrors and in the middle of a sensuous jazz-like dance with all eyes glued to the two mysterious dancers flirting with their moves; an extravagant fashionista with models wearing crystal shiny chandeliers as dresses and a line of aerial silks dancers performing in the background; lavish and exorbitant penthouse apartment with fancy looking chairs that look like hands; an aviary full of pink and white flamingos who stand guard a huge exotic blue diamond that patiently sits beneath a ray of light in the middle of a dusky room, just waiting to be taken by a bold mystery gentleman wearing a cologne that's just as bold and the emphasis of the long-limbed, long-haired, and flat-tummies are seen as no great difference between each of the thin, airbrushed models used in the new Victoria's Secret "perfect body" bra campaign.

While considering how the textual and visual content work together, one can always tell that the visual component is the main focus; when looking at the advertisement, it is the visual that catches the audience eyes. Something beyond the model and the product lies the phrase, "What is Sexy now?" On analysing this, it is often seen that the word sexy is the stand out word. It uses a different font and style than the rest of the words framing the question; that particular font is in a cursive format that is very simple and elegant. Cursive is also a feminine font and by doing this, the women visualize being sexy as a goal and then the only way on achieving it would be to buy the fragrance. The text and the visual context complement each other very well, none is overshadowing the other, thus making a good contrast.

Overall, the Victoria's secret advertisement is mainly intended for women and is used as a bait to capture the attention of those who strive to achieve the 'new pretty' and 'sexy' thus defaming the manifestations and consequences of the chic physique through campaign advertisements of the products in the society as well the exposure of a woman's body occurred about four to five times as often compared to the exposure of a man's body in magazines. Uses of women who are sexualized are more likely to appear as purely decorative glamourous and sexual objects in men's magazines as compared to women's magazines.

The sexualisation of women leads to the development of various psychological breakouts like eating disorders, low self-esteem, depression, and negative feelings regarding sexuality towards oneself.

The above analysis can be summarized as follows:

In this advertisement the women all look to be about five foot ten inches tall, have either no body fat or very little, and look like they have nothing to lose. It seems like they are factory made and cut out of the same mould. However, through the advertisement, one cannot be perfect unless you look like the slim, bony looking models, which is out of the norm for the everyday woman. Many women may not even want to look this exaggerated; they may think it is too skinny. Though most women do want to lose weight, the probable thought is what they want to look like.

With "The Perfect 'Body'" on the front line, their appeal stopped working. The addition of the phrase the "perfect body" made women very sensitive, emotional and very self-conscious about themselves and of the "hurtful" words put into the advertisements. The models are very skinny looking and have unnatural looking curves with almost no body fat making them a skeletal apparition of themselves. The concept of the 'perfect body' stereotypes and restricts and confines one to the idea of ideal body and defames one's body as well shows sexual objectification where women are used as a sheer object of sexual desire.

Conclusion

Primarily the researcher wanted to find out the analyses and the message of chic physique through critic feedbacks. "The Perfect 'Body'" slogan triggered an angry reaction, as it didn't respect consumers of different body types as well it just used the models as sexual objectification which was identified using a coding sheet and the analysis thereafter.

Secondarily the researcher examined the signs and symbols used to characterize the portrayal of the cliché and the number of objects used to sensualize the product reaches a maxim. The models are seen to use a lot of objects as to communicate the message of product selling to a specific group, usually for the purpose of marketing or a kind of advocacy. Most of the ad campaigns for social media are revolved around beaches. Water is a mere depiction of purity and beach is used for its deadly width and depth simply depicts life itself. It may be quite cool and calm, but it becomes raging and even deadly at any instance, thus representing the sudden obstacles life throws our way.

The researcher also studied evaluates the use of the characters in the advertisement campaign and women are not just a symbol of delicacy and tenderness; they portray voluptuous as well as strong roles on television media. Women are also used to increase glamour in the advertisements. They include women in the commercials to make

the commercials sensational and tempting. Women can be seen in almost all the different types of ads screened today, be it feminine, be it strong, be it delicate or broke: they all fit into the kinds of role and possess the potential to portray in perfectly. The objectification and sensualisation of women is a drastic issue in the society and is often led by advertising.

Recommendation

- The researcher felt that through the concept of ideal body, woman cannot change the body image by plastering new words over the same skinny girls, if they really want to "appeal" to a broader customer base.
- By recruiting more customers to their fan-base, they can try something without the skinny girls for once or possibly just added other body types in with the one body type they already had.
- To broaden their customer base, they need to include that customer base, not just throw a one size only fits several patch on to a biased ad campaign.

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