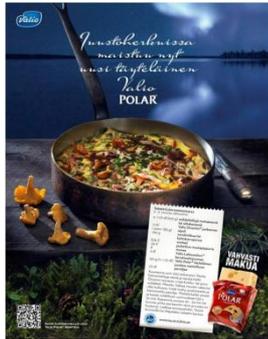




# What influences the reader in food ads



- What actually impacts the reader in the content or appearance of an advertisement?
- Aikakausmedia wanted to find out what makes the reader stop at an ad, be pleased with it and remember the ad.
- We well know the attention values and reading values of ads, but we don't really know why exactly these ads get such good values.
- A new kind of semiotic-qualitative research found out the secret of the best food ads in magazines in Finland.

# What influences the reader in food ads



## A. Depth interviews among consumers:

- 15 depth interviews lasting 1-1,5 hours
- 'Ethnographic' method: readers would flick through the magazines and comment freely their feelings, opinions, reactions
- The magazines were filled with ads that already had got very good reading and attention values (and some not so good, for comparison)
- The following magazines were used (March 2012): Kodin Kuvalehti, Koti ja Keittiö, Kotivinkki, Maku, Olivia, Seura, Taloustaito, Yhteishyvä, Valitut Palat

## B. Semiotic analysis of the ads:

- The same good (and some less good) ads were analyzed semiotically
- What kind of colors, forms and visual compositions are attractive in the food ads and why?
- What kind of stories appeal to the readers in ads?
- What kind of mythical material is effective in food ads?

## A. Depth interviews among consumers



- Financial secretary 22 years, male
- Nanny 24, female
- Kindergarden teacher 26 ,female
- Electrician 26, male
- Practical nurse 34, female
- Financial secretary 38, female
- Sairaanhoitaja 38 v, nainen
- Construction engineer 40 v, male
- Sales manager 44, male
- Sales secretary 44, female
- Teacher 45, female
- Sales manager 47, male
- Customer service manager 49, male
- Office worker 50 v, female
- Pensioner (sales secretary) 60, female

"We don't use convenience foods, so I don't stop at reading these ads"

"I don't drink soft drinks, so in principle I don't look at them, but this one is a cheering up one..."

"I always check the no-lactose ice-creams, to have something suitable for all guests."

"I always buy the same brand, so I don't care so much of other brands' ads."

"This kind of quality brand and quality ad will always be looked at, even if you don't drink coffee."

## 1a. Scanning according to consumer habits: "is this for me or not"

### Product species you use/don't use:

- Lactose/low-lactose/ no-lactose
- Light/ normal
- Vegetarian/ meat
- Organic/ not organic



### Product groups you use/ don't use

- Coffee/ tea
- Soft drink/ sports drink/ mineral water
- Ready-made food/ not ready-made



### Brands you use/don't use:

- My brand/ not my brand
- A brand product/ not a brand product

"We use organic foods a bit, do these are good for sure."

"These quarks are good, when you have to watch getting enough protein."

"Fibres are important to get, so i stop at reading what they say about it."

"I'm doing low-carb now, so I'll pass by these pasta ads, though I like pasta in general"

"I get slobber in my mouth watching this chocolate"

"Ice-cream is so good! I always check from the ad if they have brought new tastes."

## 1b. Scanning according to a personally important issue

### Contemporary food trend

- Low-carb
- Protein
- Fiber
- Cholesterol
- No additionals
- Organic

### Everybody sees the delicacies!

- Pies, cakes
- Chocolate, sweets
- Ice-cream



## Aspects of noticing and reading ads

"I'd like to try that stevia , how does it taste. I've thought about it many times, but then forgot it in the grocery store..."

"I like to try new products – when some friend buys something, I'll buy it, too.

"Different functional foods I check always – what's new in that field."

"Though I'm a vegetarian myself, I always check the meaty products, too, so as to know what to offer the family. "

"These small product news I always read well through. Would be nice to taste that sun-dried ketchup, for example"

## 1c. Following the news

### New products

- Stevia
- Flavoured quark
- Flavoured food cream
- New functional foods

### New flavours

- Sun-dried ketchup
- Chocolate, sweets
- Ice-cream

Following new products and knowing them is for many people same as knowing the news: You're interested, you know what's going on, and you talk about them with your colleagues and friends.

## A. DEPTH INTERVIEWS



"I trust these retailment store magazines, so I feel I trust more the ads in these magazines, too.

"Food ads belong to food magazines naturally. It doesn't matter if there are a lot of them, because I'm interested in reading them here."

"When I'm reading a women's magazine, I like to relax and be entertained, so no baby food ads then, thank you. But if you have good-looking chocolate and ice-cream ads, or something nice to look at, then I'm glad to enjoy them."

## 2a. Expectations for different types of magazines

### 'Home magazines', food and retailment store magazines

- ⇒ Food ads are important part of the content
- ⇒ Are read well, receipts and hints to use are expected
- ⇒ Can contain facts and text more than an average ad
- ⇒ In this environment food ads are believed in more than in other kind of magazines or other media.

### Women's magazines

- ⇒ Food ads are Ok, as long as they are good-looking enough
- ⇒ Image ads and 'good feeling' -ads are preferred to fact-ads
- ⇒ Something for pampering and relaxation, please



“Okay it’s okay, but if they start having too much advertising in this kind of a text-magazine, I don’t like it – ads should not take room from articles.

“In an economics magazine they do stand out from the text, but I’m surprised at this Weetabix, isn’t it a children’s product? Something for the target group like this coffee would be good.”

“In a newspaper you look at the price offers. How would it look like then if they had more of these finer ads...would they look good there... maybe I wouldn’t look at them, for in a newspaper I just want to read the news.”

## 2b. Expectations for different types of magazines

### General magazine

- ⇒ Food ads belong to normal content
- ⇒ Practical and image ads, everything goes
- ⇒ Not too much advertising, however, not to take space from real stories.



### Economics magazine

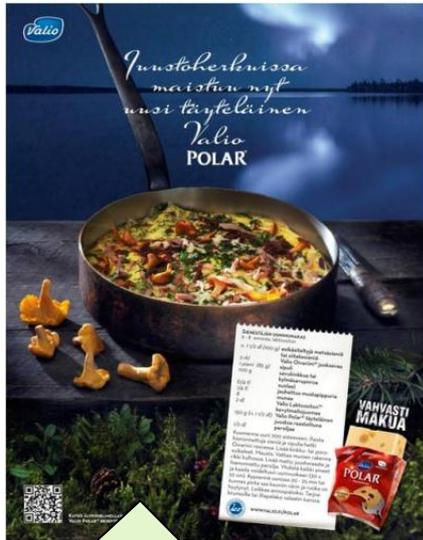
- ⇒ Food ads are ok, but not too many
- ⇒ Something for adult taste, no children’s products



### Newspaper

- ⇒ People are used to price-ads, they have difficulty in picturing how image-ads would look like in a newspaper
- ⇒ In newspaper ads can be passed by faster, because the reader is in the mode of reading the news.





"A perfect hiking feeling"

## A good food ad according to consumers

1. Brings water in your mouth.
2. Delicious colours.
3. Clear.
4. Shows the product big enough.
5. Nice feeling.
6. Gives a hint.
7. A nice idea.
8. Little text.
9. Arouses the thought "I should try/buy that".
10. Guaranteed by quality label or brand.

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"Such sweet cows, I could put this on a wall at my summer house"



# A good food ad

## A. DEPTH INTERVIEWS

73%



"This makes me hungry"

83%



61%

"My mouth gets sloppy again..."

### 1. Brings water in your mouth

- ⇒ The product is big, in a close-up picture
- ⇒ Ready to eat
- ⇒ Arouses desire
- ⇒ Delicious colours

65%



66%

"This brings water in your mouth, such a juicy raspberry"



75%

"Well I would like to have that for my breakfast, sure"

87%



91%

"Ah, this looks so delicious, I would like to start spooning up immediately."

HUOMIOARVO %

LUKUARVO % ilmoituksen huomanneista

# A good food ad

## A. DEPTH INTERVIEWS

### 2. Delicious colours

- ⇒ Suitable for the product
- ⇒ Juicy, desirable
- ⇒ Real, natural
- ⇒ Unnatural colours, too, if they are about sweets, soft drinks, ice-cream
- ⇒ Not too dark shades

"If you have too dark shades, it doesn't look delicious"

"I could cut this out and put a child's school schedule in the middle"

87%

91%

74%

44%



65%

66%



"Wonderfully fresh, brings summer in your mind, and a delicious raspberry"

"Even though I don't drink soft drinks, this Fanta ad really cheers me up"



Attention value %

Reading value % from the people who noticed the ad

A good food ad



"Here you have the whole story nicely in one picture."

Attention value %

Reading value % of those who noticed the ad

3. Clear

- ⇒ Simple lay-out
- ⇒ One main thing in the picture
- ⇒ Understandable at a glimpse
- ⇒ Not too much stuff and text
- ⇒ Stands out in a magazine
- ⇒ Familiar pattern: where the receipt is situated etc.

86%

58%

"You get the point immediately and the packages are well shown, too."



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"This is clear and simple, you don't need more than that."

A good food ad

58%

49%



4. Shows the product big enough

- ⇒ The product is no. 1 ; people are not so important in food ads
- ⇒ Put as ready to eat, in a close-up picture
- ⇒ Quality picture!
- ⇒ Packages big enough, too
- ⇒ Showing the whole product line is a bonus

"It's very good they have the whole selection put here, you can choose ..."

"Here you see the product well in real life"

"Here you have ice-cream big and delicious, and you would like to eat it"

"I don't like that they do so much photoshopping nowadays. They don't look real then! You should have photoed these in a real life situation, an not copy-paste these men later."

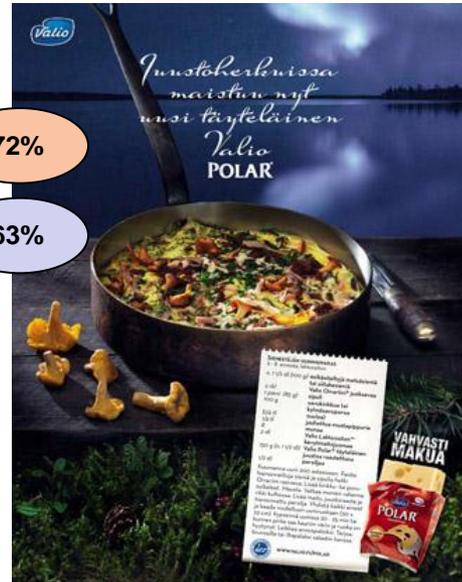
Many men investigate the packages in ads thoroughly – even so that they barely give attention to the main picture at all."



70%

74%

## A good food ad



72%

63%

"This Polar is perfect. The arctic lights, lichen and mushroom appeal and that battered frying pan is credible, too, ... great feeling... the receipt could have been a bit creased and shabby, too"

## 5a. Nice feeling

- ⇒ Something especially pleasant to the reader
- ⇒ Summer, forest, lake, grass
- ⇒ A nice, warm, good feeling
- ⇒ Funny, joking

"This Paula is funny. We don't have small kids anymore, but I can imagine this illustration style appeals."



78%

57%

## A. DEPTH INTERVIEWS



62%

71%

"Something romantic in this sea and moonlight, stops me looking at it"

## A good food ad



77%

32%

## 5b. Stylish feeling

- ⇒ Something especially pleasant to the reader
- ⇒ Comfortable, warm, timeless or luxury feeling
- ⇒ Nostalgia, old-fashionedness
- ⇒ Stylishness, solemnity

## A. DEPTH INTERVIEWS



63%

67%

"I don't really drink wine, but it's such a fine feeling here"

"Really stylish this coffee ad, Paulig always has great advertising"

82%



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"Wonderfully nostalgic, these old-fashioned ones always appeal to me"



## A good food ad



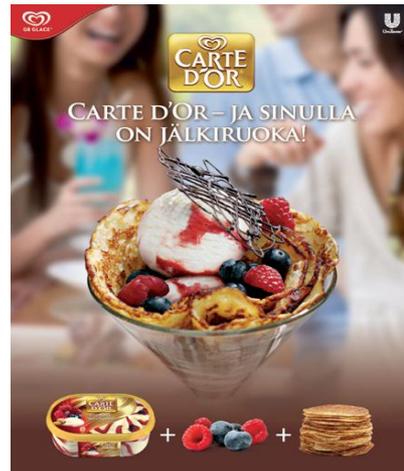
## 6. Gives a hint for using

- ⇒ How to use the product
- ⇒ A serving suggestion
- ⇒ A receipt to inspire
- ⇒ With what to use, and when

## A. DEPTH INTERVIEWS



"A receipt works always and good food on a plate. I read it and put it in my mind, I don't actually cut it out. But the receipt should be in the right corner down, so that it catches the eye."



"A tempting serving suggestion. Easily and clearly shown 1+ 1 how you make. I could well try that."



"If I now had a party to be arranged, I could well rip that ad off the magazine, and offer those to my guests."

"Here they show well, how to use each part of the chicken, it's very good especially for younger people and other helpless, but they tried to fit too much in one ad, though."

A good food ad

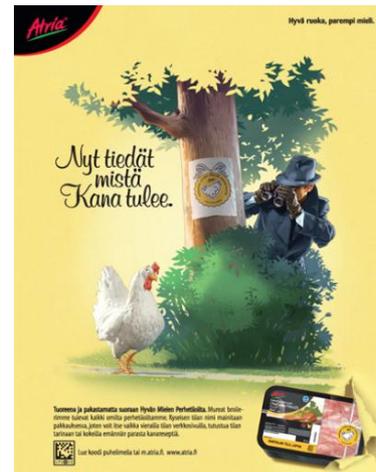


"These men are nice here, a chain of generations showing off there."

"This is fun. Beautiful colour, nice stuff to read. A little different."

7. Nice idea

- ⇒ Something to catch your thought
- ⇒ Something funny, makes you smile
- ⇒ Something to be remembered
- ⇒ No 'artificial' gimmicks, please



"The headline is something to think about – better than average from the ad agency"

"Excellent! A Tintin-like detective there investigates where does the chicken come from. mistä kana tulee. This illustration style gets attention."



A good food ad

"Stevia is interesting. I've thought many times I should try it. Once I already had the bottle in my cart, but then I put it back, however."

"The rehabilitation of the egg. Gives a hint you could start having them for breakfast again."

9. Arouses a thought:

"I should buy/ try that"

- ⇒ A new product, when repeated enough, starts to interest
- ⇒ Good old product after a long break in use
- ⇒ A serving suggestion triggers to buy and try

75%

68%

73%

68%

87%

91%

"The seasoned quarks are good... if I had had guests at Easter, I could have tried making that."

"Those are good, just remembered we've not bought them for a long time..."

A good food ad



"Here are clear and good 'organic' labels.. You see them and get feeling you can believe them."

"What is this frog certificate, how is it supposed to protect the rainforest, I'm not so sure to believe..."

**10. Guaranteed by quality label or brand**

- ⇒ Quality labels, certificates, seals give a guarantee and strengthen the buying decision as long as they are well-known and believable
- ⇒ A well-known, repeated brand will keep it's quality guarantee.



64%

"Heinz is a quality brand, and needs no explanations, but here's to remind us again."

"Fazer is the Rolls Royce of chocolate in Finland."

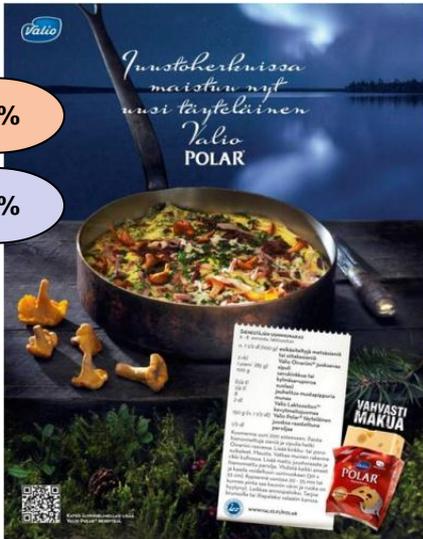
"Paulig has such an outstanding reputation, always good quality."





65%

66%



72%

63%

## A good food ad according to the consumers

1. Brings water in your mouth.
2. Delicious colours.
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63%

67%

**A. DEPTH INTERVIEWS**

**A bad food ad**

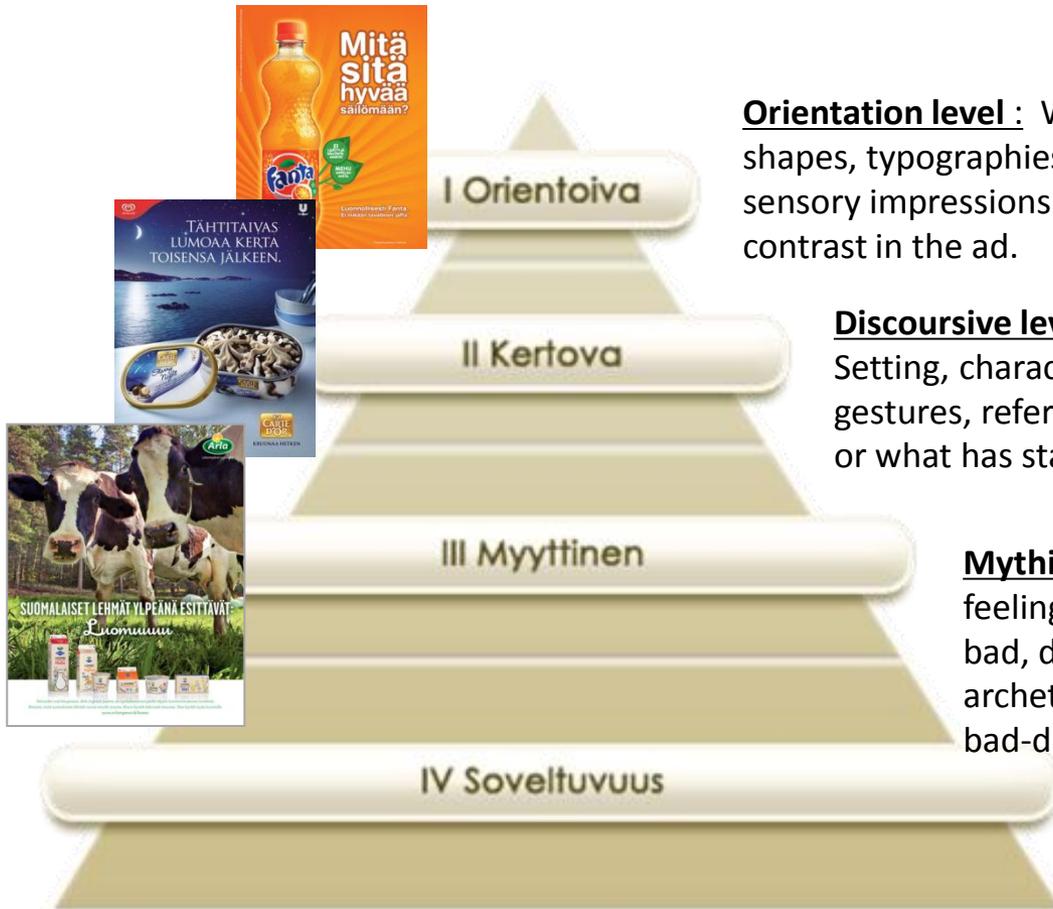
1. **Repulsive.**  
Arouses dislike
2. **Poor colours.**  
Too pale or bland, not suitable to the product, too artificial or colours that don't refer to something edible
3. **Scrappy.**  
Too much this and that here and there, you can't figure out
4. **Product is too small.** You can't figure out the product and its quality.
5. **No feeling.**
6. **Too much text.**  
There's text more than picture, too long explanations
7. **Doesn't avoke anything.** Doesn't stand out.
8. **Strange idea.** Not suitable for food; aggressive or biased
9. **Guarantee labels aren't assuring.** Unknown quality labels, exaggerating promises, a suspicious company.





## B. Semiotic analysis of advertisements

# What is semiotic analysis



**Orientation level** : What colours communicate, shapes, typographies, rhythm, perspective, scale, sensory impressions and the composition: harmony/contrast in the ad.

**Discursive level** : Everything that tells a story. Setting, characters, heroes, roles, acts, rituals, objects, gestures, reference groups, relations and showing who or what has status.

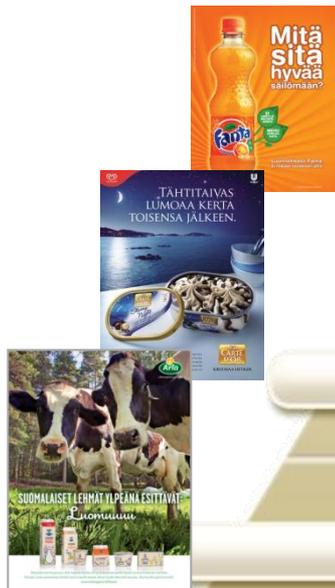
**Mythical level**: What makes an inexplicably strong feeling. What we interpret instantly as good or bad, desirable or not desirable. Myths, symbols, archetypes, stereotypes, universal values, good-bad-dichotomies.

**Suitability**: How well this communication suits this industry, branch, product group or brand.

Semiotic analysis studies especially the 'hidden' structures of communication .

## B. SEMIOTIC ANALYSIS

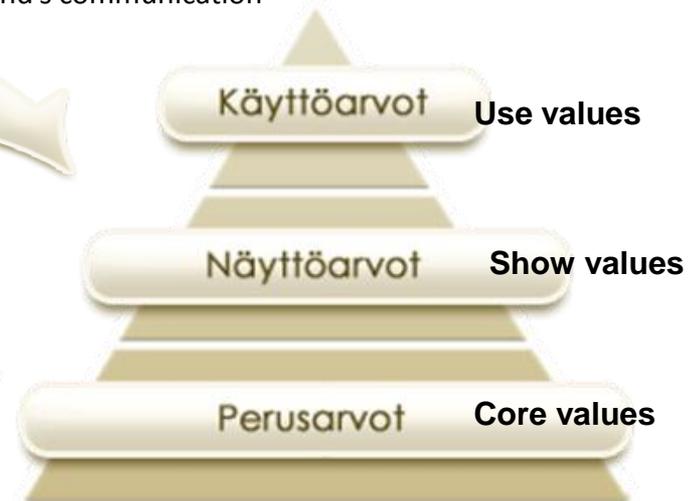
Semiotic analysis examines the values the advertising communicates.



**Use values:** The rational and practical benefits the consumer finds in the brand's communication

**Show values:** Emotional values consumer gets from the brand's communication

**Core values:** Ideological benefits the consumer gets from the brand's communication



Advertising is examined, what kind of values it communicates to the reader. The reader's own culture and background influences how he/she interprets advertising and which values he/she supports. However myths are set in us by culture, so that we take for granted the values the myths offer. On the orientation level i.e. the influence of colours is originally physiological, so we react to colours often the same way. On the discursive level the reader has most 'power' to interpret, and many stories are interpreted in different ways depending on the reader's attitude.

# SEMIOTIC ANALYSIS OF FOOD ADS



1. Colours' communication.
2. Organic shapes.
3. 'Good enough to eat' typographies.
4. Sensuality, desirability.
5. Stories.
6. The mythical in food ads.
7. Myths suitable for something to eat or drink.
8. Symbols of quality and security.
9. Importance of brands.
10. Conclusions.





# Communication of food ads

## B. SEMIOTIC ANALYSIS



### 1b. Desirable natural reds

- **Orange and red** of ripe fruit: orange, apple, tomato
  - ⇒ Energy, vigour, liveliness, joy, brightness, spontaneity, sociability, warmth, abundance
  - ⇒ Arouses secretion of adrenaline, raises the pulse
  - ⇒ Orange stirs up hormones
- **Yellowish colours** of ripe fruit: peach, mango, apricot, banana
  - ⇒ Delicacy, sweet, sugary, juicy
  - ⇒ Sensual, luxury, sexy
  - ⇒ Vitality, positive attitude, sociability





### 1c. Healthy greens

- **Leaf green:** yellowish, edible green, sprout green
  - ⇒ Freshness, healthiness, new growth
  - ⇒ New start, youth, innocence
  - ⇒ Vegetable garden
  
- **Grass green:** The symbol colour of life and hope
  - ⇒ Calming the heartbeat, soothing, relaxing
  - ⇒ 'Where there's green, there's life'
  - ⇒ Health (green vegetables), organic, nature values
  - ⇒ Grass field, park, forest

If green is cool and metallic, it communicates laboratoty-like clinicus and doesn't arouse appetite.



# Communication of food ads

## B. SEMIOTIC ANALYSIS



### 1d. Artificial sweet colours

- **Strong-coloured sweets:** soft drinks, candy
  - ⇒ Toy-like. positively childish, spontaneous
  - ⇒ Invigorating, giving a good feeling
  - ⇒ Bring a strong sweet taste to the tongue
  - ⇒ Artificiality is accepted and belongs to the product

- **Artificial 'new' colours:** Lime, Light green, turquoise, pink
  - ⇒ Conscious naivety, play, innocence, youth
  - ⇒ 'Artificiality is an urban virtue'
  - ⇒ Pink dreams, unrealistic attitude, impulsivity

# Communication of food ads



## 1e. Agreed colours

- What food industry has taught us
- In Finland the blue-white milks, yellow cheeses, orange creams, metal green sour milk => The consumer recognizes the product group fast in the grocery store
- Blue-white => Cool, fresh, healthy, clean (sea, sky) => physically soothing
- ⇒ The brand colour of Finland (Finnish flag)
- Light blue and light-yellow 'light-products'
- ⇒ Lighter shade = milder product, less fat
- ⇒ The brand colour of hopefulness, positive thinking
- Coffee and chocolate brown => Safety, stability, warmth, earthiness
- Black. => Strong, special taste, urban, strong, masculine (black cheese, black pastilles)

## B. SEMIOTIC ANALYSIS





## 2b. Soft shapes promise good taste and positivity

- Imitating organic shapes in packages and typography communicates = > Organicity, genuinity, softness and tastyness
- ⇒ Positivity (no sharp angles, pleasant to touch),
- ⇒ In the 'touch memory' round refers to: mothers breast, ball, apple etc.
- ⇒ Angular packages are covered with organic illustrations with soft shapes, so that the product would seem as organic and genuine as possible.
  - ⇒ With the exception of sweets and popsicles that are often accepted and liked as 'artificial'
- ⇒ Sharp and angular shapes are being avoided in food advertising because they give an unorganic, not genuine, hard and artificial message.



## Communication of food ads



### 2a. Organic nature's shapes

Soft, round, oval, amoeba-like, sprawling, wavy, flowigf, winding

Nature's shapes: plant, leaf, tree, wave, pebble, pond, river, hill, moon, sun, apple, orange, potato, pea

- ⇒ Trigger nice feelings through sensory memory
- ⇒ The thicker and rounder the shape, the more abundant and 'warmer' content it promises
- ⇒ A thin shreddy shape communicates the lightness and healthiness of the product.
- ⇒ Flowing shapes refer to the liquidity of the product.

⇒ Organic shapes communicate non-industrial, hand-made or nature's real content.



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## B. SEMIOTIC ANALYSIS





### 3 a. Good to eat typographies

Soft, round, bun-like fonts

⇒ Delicious and abundant, something soft to eat

⇒ Child-like, innocent, kind

**Irregular hand-written fonts**

⇒ Real, genuine, hand-made, with tasty lumps, too

*Sprawling round-shaped handwriting*

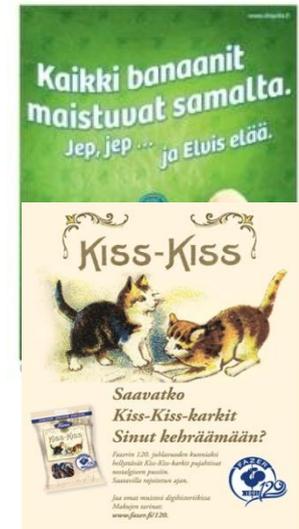
⇒ Natural, feminine, romantic

⇒ Fluid, smooth, hand-made with love

**Low, fat and heavy typography**

⇒ Abundant content, feel free to enjoy

⇒ Greed is OK



# Communication of food ads

## B. SEMIOTIC ANALYSIS



A technocratic internet-font in the text body communicates matter-of-fact-approach. Adds industrial message to the product.

### 3b. The messages of fonts

#### Grotesque unorganic 'matter-of-fact fonts'

⇒ Logical, rational, theoretical, industrial, modern

#### Organic, 'Times Roman' 'novel fonts'

⇒ Humane, traditional, natural

#### Curves and loops in the font

⇒ Willing to serve, sociable, talkative, emotional, romantic, natural

#### SHARP EDGES AND ANGLES IN THE FONT

⇒ Businesslike, efficient, competent

#### Heavy and low fonts

⇒ Materialistic, power, concrete, abundance, greediness

#### Thin, narrow and high fonts

⇒ Theoretical, bureaucratic, fine, philosophical



An angular, heavy font communicates a heavy and industrial product. tuotteesta.



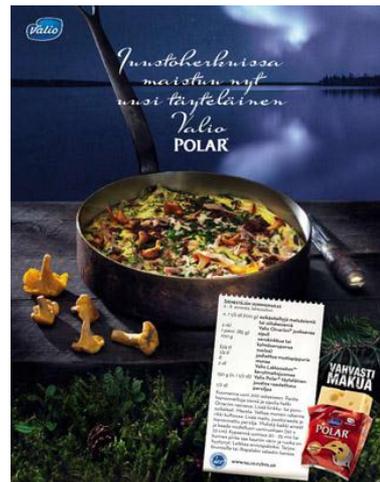
## Communication of food ads

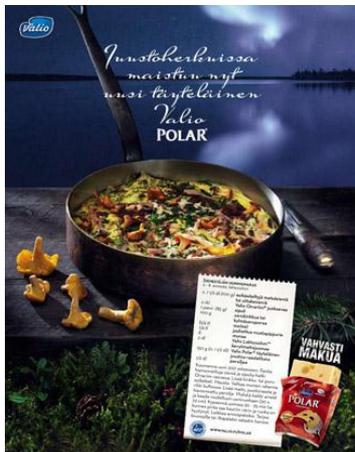


### 4. Sensuality, desirability

- Close-up pictures of the object of desire
- Colours that evoke desire
- Organic shapes that evoke desire
- Soft typographies that evoke desire
- Story elements that evoke desire
- Myths and symbols that evoke desire

## B. SEMIOTIC ANALYSIS





### 5a. The Holiday Story

The holiday story is always interesting: it takes you off to relaxation, to feast, to rest, to savour in peace with time

- A moonlight evening at the Mediterranean, the sea, the evening lights of villages, starry night and a moment of savouring.

- A hiking trip in Lappland, arctic lights by a lake, a battered pan, boreal pine forest, delicious food

⇒ The reader is pleased to spend a moment with this kind of story and unconsciously connects this product with this nice feeling.

⇒ The story of happiness and good feeling in the holiday story is being 'stuck' to the product.

Valmisruokamatka  
**THAI-  
MAAHAN**





## 5b. The Countryside Story

This is a story of real, original, simpler and better life for a human being near nature.

- Life is cosy and down-shifted, flowing by the nature’s rhythm, time is cyclic, there’s abundance of peace and quietness
  - Well pictured it gives the reader strong sensations of countryside: the smell of grass, the breath of cows, sunshine, birds’ singing or limpid air or mist on the fields.
- ⇒ A desirable story for people living busy urban life in a city

⇒ The Countryside Story sticks to the product and adds it genuinity, naturalness and good feeling given by the landscape.





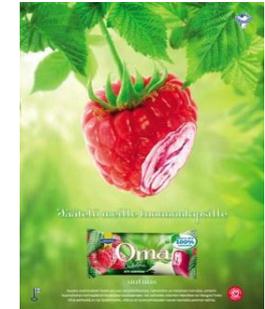
### 5c. The Garden Story

The Garden gives us delicious fruit and at the same time naturality, rest and relaxation.

- Well pictured it gives the reader strong sensual experience : dewy fruit, sunshine, verdance, eternal summer and warmth
- The Garden Story is also a myth of paradise, perfect happiness, freedom and abundance.

⇒ A desirable story for people living busy urban life in a city

⇒ The Garden Story sticks to the product and adds to it genuinity, naturalness, happiness, wealth, abundance, rest and peace.



## 5d. The Story of Safe Origin

The story of safe, hygienic, ethically and sustainably produced good.

- ⇒ A detailed list of producers (egg and chicken farms)
- ⇒ The consumer is assured that the product is safe and healthy to eat, and its production process is well inspected and meticulous.

**The Inspector Story:** "We take our work seriously and check our products especially cautiously."

**The Detective Story:** A detective is spying on where the chicken comes from and reports this to the consumers.

- ⇒ The Story of Safe Origin is born to respond to the consumer's worry, and to some unpleasant news of food producing from recent years.

⇒ The Story of Safe Origin assures the reader of the product's quality, safety and healthiness.



## 6. The mythical in food ads

A delicious product in a delicious close-up is often the major factor in raising the willingness to buy.

- ⇒ Food advertising often use less myths than other types of advertising
- ⇒ Myths, however, do give a huge added value to food products, too. Such desirability, trust and credibility that is hard to buy on facts.



- Food = Love
- Food = Security
- Food = Comfort
- Food = Mother
- Food = Home
- Food = Family
- Food = Community



7a. Food = Love

Home-made food => security, family, warmth, hearth

- => Made by Mom/ Wife/ Grandma => Love, caring
- => Childhood food, nostalgia, grandma's place => Love, absolute security, => 'Grandma's meatballs' and 'Bun-smelling Mom'
- => A chubby cook, plump mistress => mom's love , soft cuddle
- => Comfort food
- => A Candle dinner => presentation of love



In the story the wife offersthe husband a plate of food. 71970's colours and clothes refer to a houseviwe-story. The reader of 2000 might interpret this in a negative way.

The design of the plate refers to old time and carries with it a possible 'grandma'-myth.



## Communication of food ads

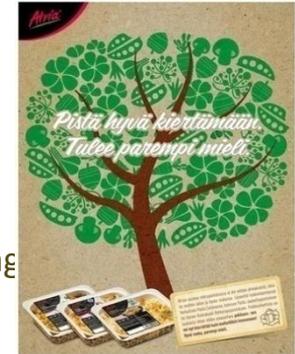
## B. SEMIOTIC ANALYSIS



### 7b. Food = Community

#### Eating together bonds together

- ⇒ Family at a dinner table => Our Family
- ⇒ Security, love, taking care
- ⇒ Family traditions, parties => Community, security, sharing
- ⇒ A Candle Dinner => Love relationship



#### Harvest

- ⇒ The origins of food are in the nature
- ⇒ Work together for common good
- ⇒ Enjoying the fruits of your work
- ⇒ Communality, sharing

'Con pane' = with bread  
=> Company => Community



# Communication of food ads

## B. SEMIOTIC ANALYSIS



### 7c. Hedonism and social status

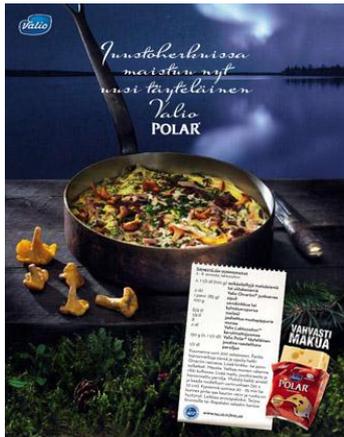
#### Savoring, hedonism

- Delicacies, chocolate, ice-cream, wine
- Eating alone => Self-centered, pure sensual joy
- Ice-cream, chocolate, lollipop: suckling, sucking, licking, keeping in your mouth=> The sensual joy of mouth

#### Social status

- Gourmet, elite food => Belonging to the higher class
- Professional chef => I'm as good as the elite
- Worker class => I'm earthy, no pretends
- Traditional food => Roots, where I come from





### 7d. The Nature myth

#### Mythical environment

- The nature: a forest, a lake etc.
- Nature trek: hiking, picking berries or mushrooms => a rucksack with food, picnic => pleasant memories
- Landscape familiar from a holiday trip => memories of relaxation and good feeling

#### Myths around preparing the food

- Stove, oven, open fire, grill/barbecue => on living fire=> primal strength, warmth, energy, power
- Slow cooking/ stewing => enduring love and work for the eater's benefit





## Communication of food ads



Chicken in the role of a 'home pet' tells about 'grandma's free chickens'.

## 7f. The country animals

**Cow** => Kind, tame, loyal milk-giver => memories from countryside, memories from past, nostalgia, security, warmth, gratuitous love, genuinity

- Freely on the field walking cows, photoed from the grassroots communicate the 'power' of the cows to live their own life.

**Chicken** => A freely walking chicken is being spied on by a detective => innocent clean white chicken and a detective dressed in black create a contrast, that underlines the goodness and cleanliness of the chicken

- Illustration style strengthens the mythical.

- Animals pictured as 'farm pets' fade the image of big industry and make up a myth of 'happy farm animals'.

## B. SEMIOTIC ANALYSIS



Chicken in the role of a production animal, the story is realistic and true.



## 8. Symbols of quality and security

**Quality labels and certifications:** when given by a respected instant they communicate strong trustworthiness.

**A red wax seal,** a ribbon around the product: an old time way to tell that the product is untouched, protected and the origin of the content is proved by the wax seal. Nowadays also a mark of 'hand-made'.

**Agreed labels:** organic food –label, recycled product, domestic product etc labels tell that an authority has checked the product and found it good.

**A well designed and broadly spread company's own label** can also get the 'official' status, such as Valio's organic –logo (Luomu) or Benecol-brand.

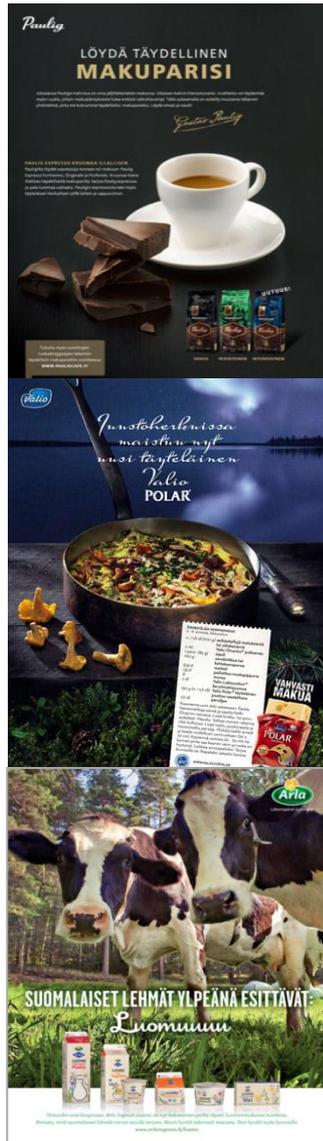
⇒ Labels, however, are often put too small in the advertising for the consumers to notice them and believe in them.



## 9. The importance of brands.

- A brand is the strongest guarantee of quality and taste.
  - A strong brand carries with it a mythical story, that after been told so many times, has become an accepted truth to the general public.
- ⇒ 'Hand-made' Paulig's coffee Juhla-Mokka
- ⇒ 'The blue moment of Fazer chocolate'
- ⇒ 'Valio milk from the country, where every cow has a name'
- Sometimes the mythical truth of the brand is condensed in a slogan : "Say Fazer when you wish for something sweet", "Of course Paulig's", "Coke adds life" jne.

⇒ Well made, mythical advertising makes the general public forever fans of the brand. Their love is not affected by occasional stumbling of that brand.



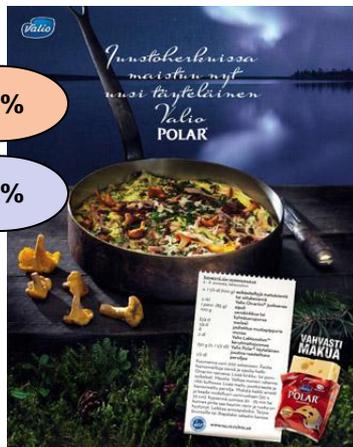
(Some of the interviewed thought Arla ad is Valio's, because they are used to connect real cows with Valio.)

## A good food ad



62%

71%



72%

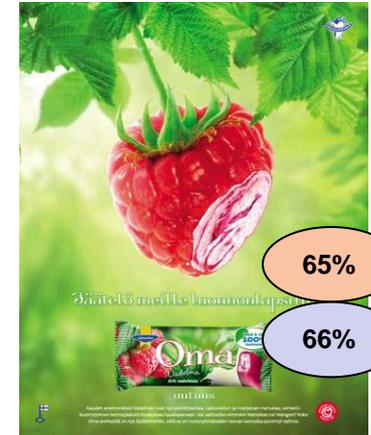
63%

## 10a. Conclusions of semiotic analysis and depth interviews.

1. Desire is awakened by a delicious close-up picture, where the colours and forms stimulate the reader.
2. The picture should also have an idea or a story to remember.
3. With myths you affect the reader's subconscious.
4. The ad has to be clear.
5. The ad has to stand out with its beautiful colours.
6. Only little text.
7. Brand and quality labels give a guarantee.

Here we have ads, that 1) meet most of the semiotic requirements found in the study 2) have got good attention and reading values in previous studies and 3) also got most fascinated comments in the interviews.

## B. SEMIOTIC ANALYSIS



65%

66%



74%

44%

## A good food ad



## 10b. Conclusions of semiotic analysis and depth interviews.

1. Desire is awakened by a delicious close-up picture, where the colours and forms stimulate the reader.
2. The picture should also have an idea or a story to remember.
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Here we have ads, that 1) meet most of the semiotic requirements found in the study 2) have got good attention and reading values in previous studies and 3) also got most fascinated comments in the interviews.

## B. SEMIOTIC ANALYSIS



## A good food ad



## 10c. Conclusions of semiotic analysis and depth interviews.

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## B. SEMIOTIC ANALYSIS



