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Representations of the Olfactory Concept in Advertising: A Case Study

Abstract: The analysis of a perfume advertising image can be done from multiple perspectives, the endeavors to provide possible reading paths and interpretations being among the most diverse in the literature. Whether it is to meet the consumers' psychological desires, to relate to fashion trends, or to create a rare scent, perfume advertising is a real challenge, which often needs to be answered just by juxtaposing an image and the product name. Our paper highlights the way in which the correlation between the visual and olfactory forms of perfumes is attempted, through product name, vial, characters, context and text (Julien 1997). Because in many advertisements the perfume is replacing the character, we chose as a case study an advertising image that we consider illustrating in this respect, that of the new olfactory creation of Chanel, Gabrielle, which appeared in September 2017. We have to mention that the launch of this product has been marked by the appearance of homage articles in glossy magazines, which contributes, through the information provided, to a better understanding of the message the advertisement transmits.

Keywords: image, visual identity, olfactory concept, olfactory memory, brand name, perfume name, perfume bottle, advertising context