Perfume advertising, unlike other forms of advertising, relies heavily on creating an atmosphere or mood. The scent of a fragrance is a powerful tool to evoke memories and emotions, and an advertisement must show the consumer how they will feel when wearing it. Unlike clothing or travel, where consumers can physically interact with the product or imagine themselves in the setting, perfume advertising must convey the experience through abstract means. Emotions and personality are portrayed to create an air of mystery and appeal to the consumer's feelings. This paper utilizes a framework to examine how perfume advertising can differentiate a brand and appeal emotionally to the target consumer. We analyze four well-known brand ads that employ various strategies to achieve this goal. One ad successfully differentiates the brand by using aesthetically sized visuals, bold fonts, and a prestigious award to showcase a modern and glamorous image. Another ad communicates exclusivity through handwritten signatures and a credible product benefit. Despite the cosmic theme of one ad, the ads mainly feature fragrances and sprays, which are common in perfume advertising, with well-distributed density. However, this theme stands out and conveys a message of “a world of delights.” Finally, one ad specifically targets young and energetic women, especially party lovers. Unlike other perfume ads where images fail to convey the message, the selected images effectively show active and energy-filled scenes in a party setting.

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