

# ADVERTISING 211



## advertisement book

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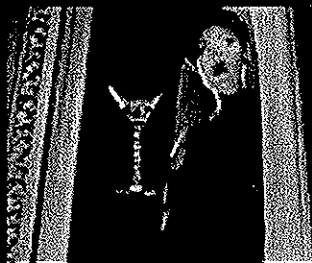
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Tutorial time: Thursday 10am

# SKYY

# EXECUTIVE SUMMARY



This document is a diary of print advertisements for SKYY Vodka found in Australian magazines. The advertisements have been run as a campaign to achieve a heightened profile for the American product in Australia, and increase its popularity as the social drink of choice for educated white collar or professional women between the ages of 18 and 39. This advertisement book uses a form of reverse engineering of the creative brief to determine the message strategy that was developed for the SKYY Vodka advertisements.



The media used to portray the advertisements in this advertisement book were Marie Claire, VOGUE Australia and Madison, although the advertisements also featured in other fashion and lifestyle magazines such as Cosmopolitan. The choices of media vehicles that SKYY Vodka has chosen reflect well on the brand because the target profile of both the product and the magazines match well. It was found that these magazines were well suited to convey the message of the brand.



The target audience for SKYY Vodka is women who work hard, but still lead an active social life. They are strivers, achievers or actualizers. They feel that they deserve, along with shopping for high-end fashions and enjoying the finer things in life, the choice to drink quality, smooth vodka- *'Those who know smooth vodka, know SKYY'.*



It was found that the product had been positioned by product user- strong, sexy, smart female, by product attributes- it is described as smooth, and by product application- the advertisements illustrate cocktails that the vodka can be used to make.



The advertisements effectively communicate the big idea that SKYY Vodka is the fashionable choice of vodka for women and is on the same par, or level of importance, as shopping and desserts. This is shown in the headlines of the advertisements- *'Y are clothes back in fashion the minute we throw them out?', 'Y does the word 'stressed' spell 'desserts' backwards?'*. The advertisements use the ritual view, which focuses on the heart (emotions) as appealed to the head (rational thinking). Women feel that SKYY Vodka understands their lives and predicaments- by using words such as 'we' in the headlines, the advertisements make women feel like a part of a group- *'Y are the things we want, never on sale?'*

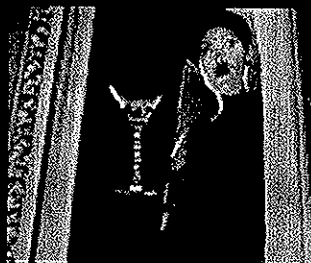
The SKYY Vodka advertisements use a message approach of being a combined teaser, demonstration, and problem solution. The advertisements were deemed to be highly effective as an attention-getting device to build interest for the brand and drive sales.

In response to these highly effective advertisements, strategies for the rival brand Absolut Vodka were developed to compete directly with the SKYY brand. The advertisements that were developed focus on feminine themes (the female hourglass figure, the colour pink) and feminine artefacts (shoes). The slogan developed for campaign is 'The Perfect Fit'- a typical term used by women when referring to clothes and shoes. This slogan ties in with this idea and uses 'The Perfect Fit' to describe Absolut Vodka- it is the perfect fit for a woman's social life. The two advertisements developed use the headlines of 'Absolut Sexy' and 'Absolut Perfection'- these phrases describe every woman no matter what size, shape, or colour she is. This responds to the SKYY campaign of understanding women and what they want- a high quality, socially acceptable, and above all, enjoyable drink.



# SKYY

# CONTENTS



## PART A: CONTENT ANALYSIS

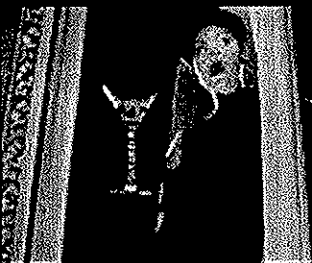
SKYY ADVERTISEMENT 1.....	4
MEDIUM DETAILS	
• MADISON.....	5
SKYY ADVERTISEMENT 2.....	6
MEDIUM DETAILS	
• MARIE CLAIRE.....	7
SKYY ADVERTISEMENT 3.....	8
MEDIUM DETAILS	
• VOGUE.....	9
TARGET AUDIENCE.....	10
• DEMOGRAPHICS.....	10
• MOTIVATION.....	11
• PSCHOGRAPHICS.....	12
POSITIONING.....	13
COMMUNICATION TASK.....	14
DESIRED REACTION.....	14
THE BIG IDEA.....	15
MESSAGE STRATEGY.....	15
EMOTIVE RESPONSE.....	16
MESSAGE APPROACH.....	16
MESSAGE EXECUTION.....	16
EYE MOVEMENT.....	17
EFFECTIVENESS.....	18

## PART B: ADVERTISING STRATEGY

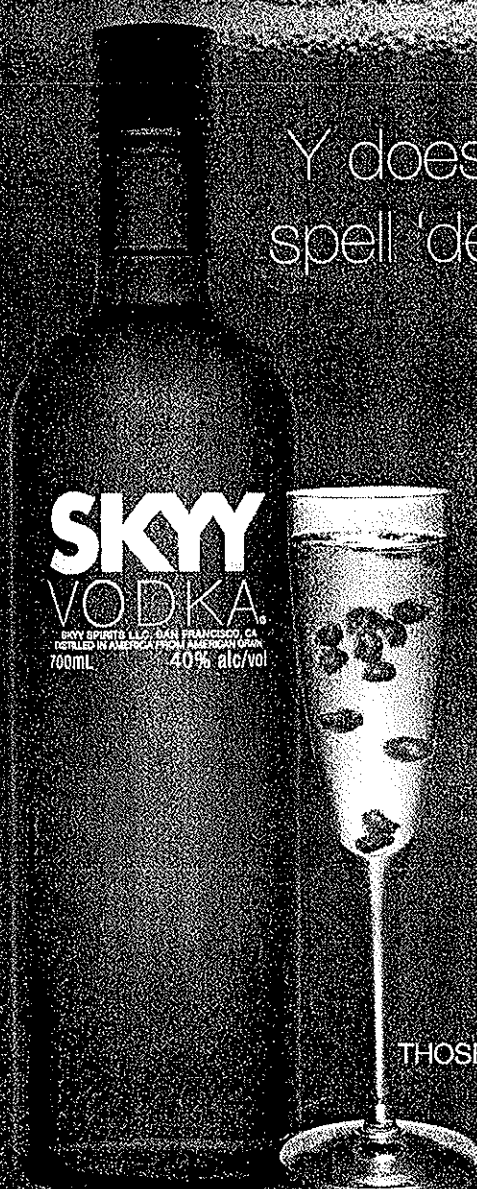
ABSOLUT VODKA.....	19
STRATEGY 1.....	20
ADVERTISEMENT 1.....	22
STRATEGY 2.....	23
ADVERTISEMENT 2.....	25
<u>REFERENCES</u> .....	26

# SKYY


# ADVERTISEMENT 1



Y does the word 'stressed'  
spell 'desserts' backwards?



THOSE WHO KNOW SMOOTH VODKA, KNOW SKYY.



# SKYY

# MEDIUM DETAILS



## madison

*Y does the word 'stressed' spell 'desserts' backwards?*

### ADVERTISEMENT ONE

#### MEDIUM DETAILS

Medium used: Madison Magazine  
 Classification: Women's lifestyle magazine  
 Publisher: ACP Magazines  
 Cover price: \$7.50  
 Frequency: Monthly  
 Date: October 2005  
 Page of Ad: 267- inside back cover, right hand side  
 Size of Ad: Full page A4  
 Total circulation: 95,002  
 Total readership: 336,000  
 Relative position: 26/100  
 Target audience: Women 25-39

(Top 100 Magazine Circulation (Australia) 2005.)

#### SUITABILITY TO CONVEY MESSAGE

Madison magazine is the perfect vehicle to carry the message of SKYY Vodka- 'Those who know smooth vodka, know SKYY'. The target audience for Madison would be considered to be very smooth, fashionable individuals. This matches well with the target audience for the advertisements, which are obviously targeted at women due to their placement in women's magazines and headlines referring to desserts, fashion and the fracas that goes along with it.

#### READERSHIP PROFILE

*A variety of readers are attracted to the diverse topics covered in Madison.*

*The Madison reader is typically female, aged between 25 and 39 years of age, and belongs to the AB or C socio economic groups. She works full time, is a professional or manager in her line of work, and earns over \$60K per annum. In layman's terms, the Madison reader has enough 'spare cash' on hand to spend on life's little (or large!) luxuries.*

*Women who read Madison are described as 'ambitious, sexy, and socially aware'. Her world is 'rich and varied and she embraces all its aspects'.*

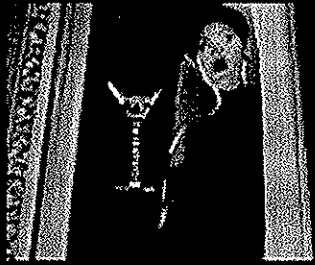
*'A mentor, friend, therapist, personal shopper, chef, beautician, travel agent, interior decorator, doctor - MADISON is what she needs right now.'* (Madison Subscription 2006.)



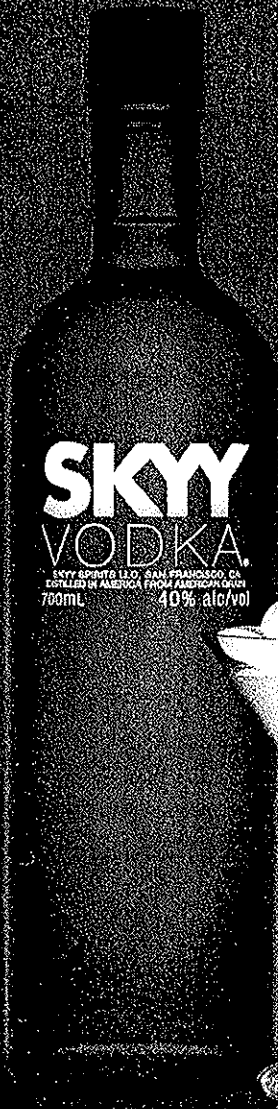
# SKYY



# ADVERTISEMENT 2



Y are clothes  
back in fashion  
the minute we  
throw them out?

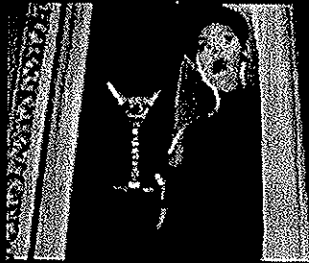


THOSE WHO KNOW SMOOTH VODKA, KNOW SKYY.



# SKYY

# MEDIUM DETAILS



## VOGUE

*Y are clothes back in fashion the minute we throw them out?*

### ADVERTISEMENT 2

#### MEDIUM DETAILS

Medium used: VOGUE Australia Magazine  
Classification: Fashion magazine  
Publisher: FPCMagazines  
Cover price: \$7.95  
Frequency: Monthly  
Date: January 2006  
Page of Ad: 41- right hand side

Size of Ad: Full page A4  
Total circulation: 63, 544  
Total readership: 306,000

Relative position: 56/100 (Ranked by circulation)  
Target audience: Women 14-24; minimal difference between age segments

(Top 100 Magazine Circulation (Australia) 2005.)

#### SUITABILITY TO CONVEY MESSAGE

'VOGUE Australia delivers a reader that spends well in excess of the female average every time she shops' VOGUE Media Kit 2006). Readers of VOGUE are likely to focus their attention and 'listen' to the advertisements for SKYY Vodka that appear in the magazine. This is because SKYY Vodka is positioned as a luxury, exclusive product, which are attributes that the VOGUE reader seeks in the products she buys. This can be seen in the luxurious designer clothing and cosmetics that are pictured in the magazine that are often also exclusive. VOGUE Australia is a very suitable medium for SKYY Vodka to advertise in due to the similar alignment of both the magazine's and the advertisement's content and objectives.

#### READERSHIP PROFILE

Over 2/3 of VOGUE readers are employed, with 49% reporting an annual household income in excess of \$100K. Obviously, she has more disposable income than the average Australian woman to spend on clothing, jewellery, cosmetics, perfume, and other luxury and high end consumer goods including motor vehicles and alcohol (VOGUE Media Kit 2006).

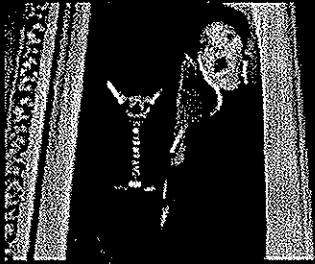
'They (the readers) are from the Roy Morgan Value Segments associated with image, style, and their careers (Young Optimist). They place a high priority on fashion and trends (Look at Me) and are eager to try something new, often regardless of the cost (Socially Aware)' (VOGUE Media Kit 2006).

'VOGUE Australia readers, on average, spent \$223.70 on clothing and \$86.57 on cosmetics/fragrance in the last four weeks, which is higher than the population average'(VOGUE Media Kit 2006).



# SKYY

# ADVERTISEMENT 3



Y are the things  
we want, never  
on sale?

THOSE WHO KNOW SMOOTH VODKA, KNOW SKYY.



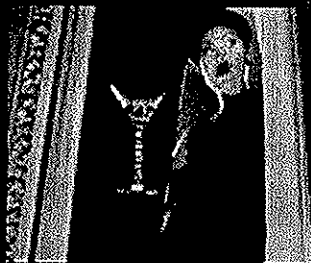
**SKYY**  
VODKA  
100% GRAPE ALC. FROM CHAMPAGNE CO.  
DISTILLED IN AMERICA FROM A GRAPE VINE  
100ml 40% alc/vol

Enjoy Responsibly

# SKYY



# MEDIUM DETAILS



## marie claire

*Y are the things we want, never on sale?*

ADVERTISEMENT 3



### MEDIUM DETAILS

Medium used: Marie Claire Magazine  
 Classification: Women's lifestyle/fashion magazine  
 Publisher: Pacific Magazines  
 Cover price: \$7.80  
 Frequency: Monthly  
 Date: April 2006  
 Page of Ad: 173- right hand side  
 Size of Ad: Full page A4  
 Total circulation: 110, 363  
 Total readership: 604,000  
 Relative position: 21/100 (Ranked by circulation)  
 Target audience: Women 20-39

(Top 100 Magazine Circulation (Australia) 2005.)

### SUITABILITY TO CONVEY MESSAGE

The content of Marie Claire, as already pointed out, is a mix of fashion and feature stories. The stories consist of socially responsible and idealistic matter and range from body acceptance features and features on things such as female prime ministers or presidents around the world. The more serious nature of the stories as opposed to Madison and VOGUE indicates that this is perhaps not the best medium of choice for the advertisement, as women who read these features are more likely to be concerned with world issues and products that can improve the environment. However, not all readers may be of this frame of mind—a lot of the content is still based on fashion and socialising, so Marie Claire is still moderately suitable to convey the message of SKYY.

### READERSHIP PROFILE

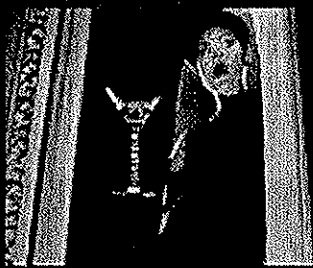
*Marie Claire targets women who have a passion for fashion, beauty and food. 'The Marie Claire reader is fascinated by what the world has to offer, and how she presents herself to that world. This is a woman who likes to be challenged and informed at all levels'. (Frank, 2005).*

*The Marie Claire reader is aged between 20 and 39 years. She is most probably educated at a tertiary level. Accordingly, she earns above average income and can afford the best for herself and her family (if she has one). She is intelligent and hard working but also likes to socialise and reward herself.*

*The Marie Claire reader has a strong sense of personal responsibility to be informed and know about the world around her (as indicated by serious stories such as 'Thriller killers' in the magazine in which this ad appears).*

# SKYY

# DESIRED REACTION



The advertisements are intended to make readers associate with the messages relayed to them in the advertisements and subsequently feel that the brand understands their esteem and social needs. This relationship that is formed when the consumer feels that the brand 'knows' them will consequently lead the consumer to react positively towards that brand in the future, when choosing what alcoholic beverage to consume.

The best-case scenario after being exposed to the advertisement is for the advertisement to remain in the audience's memory, preferably in the 'top-of-the-mind'. If the product is the first they think of, then it is likely that it will also be the first that they buy.

## THE BIG IDEA

The major message that the advertiser is attempting to communicate is that SKYY Vodka is the fashionable choice for women who wish to drink socially and maintain their stylish image. It is the brand that understands the joys and struggles of seeking to be fashionable and fitting in to the modern social environment.

SKYY Vodka stands out from its direct competitor Absolut due to the female-oriented strategy of the campaign. SKYY positions itself almost as a woman's close friend and confidant- who else to share the guilty pleasure of shopping and desserts than one's best girlfriend? Absolut does not have an answer as yet to this campaign, therefore SKYY has chosen a good angle to differentiate itself from Absolut.

## MESSAGE STRATEGY

SKYY Vodka's message strategy focuses on the ritual view, which involves ways of reaching the target audience by appealing to the heart (linked with emotion and feeling) as opposed to the head (linked with rationality and facts). This can be seen in the taglines of the advertisements that include words describing clothes, fashion, desserts and so on. As can be seen in the diagram, the advertisement of these products usually appeal to the Ego, the Social, and the Sensory ritual views of the target audience.

The advertisements reflect a sophisticated user image, the promise of social approval among the target audience's peers upon using the product, and allude to a pleasurable experience as indicated by the SKYY slogan 'Those who know smooth Vodka, know SKYY'. The word 'smooth' indicates the quality of the vodka and the pleasure the target audience will derive from drinking it (sensory).

The advert is particularly aimed at the 'Feelers' which consists of a Feel-Learn-Do process. Although alcohol is typically a low involvement product, the advertiser is seeking to take this brand and establish a new loyalty driven by imagery invoking strong feelings towards the product. Traditionally, alcoholic beverages would be found in the 'Reactors' segment, however, using a soft sell approach, the brand is being repositioned into a higher involvement drink.



# SKYY

# TARGET AUDIENCE



*Note: content analysis of all three advertisements has been done collectively due to the fact that all ads are the same, excluding some copy and illustrations/photos. Differences between advertisements will be identified and analysed accordingly.*

## DEMOGRAPHICS

### AGE AND GENDER

The age of the target audience for SKYY advertisements is assumed to range from 18 (legal drinking age) to 39, covering the tail end of Generation X and the beginning of Generation Y. Both divisions are reflected in this advertisement that implies sophistication, quality and individualism (as seen in the slogan, 'Those who know smooth vodka, know SKYY'). Madison, Marie Claire and VOGUE are all targeted at women who fall in this age segment (see the medium profiles on the previous pages) and is relevant to this age group. Obviously, by appearing in women's magazines, the advertisements are targeted at women.

### FAMILY SIZE AND LIFE CYCLE

The target female for SKYY is likely to be single because drinking alcohol and going out to socialise is very common single behaviour. However, she could also have a partner because in general, social drinking is widely accepted and participated in by the majority of Australian people.

The target audience for SKYY would not have a young family of her own, as young mothers are often very busy and cannot be a responsible for young children if she is under the influence. She would definitely not be pregnant due to the harm that drinking can have on unborn children and the social 'suicide' that drinking while pregnant would cause.

### EDUCATION

The SKYY audience is certain to have been educated at a high school level at the least and possibly has tertiary qualifications. The level of intelligence needed to understand the advertisements would not be extremely high, but those with a more educated background would appreciate the play on words of the headlines such as 'Y does the word 'stressed' spell 'desserts' backwards?'. Educated or intelligent people will therefore pay more attention and be more receptive to the messages of the advertisements.

The readers of Madison, Marie Claire and VOGUE, where the advertisements appeared, are all described as being intelligent, and with higher-than average income. In general, people with a higher than average income are more educated. Therefore, it can be said that the education level of the target audience for the advertisements is higher than average.

*Continued next page...*

# SKYY

# TARGET AUDIENCE



## OCCUPATION

The target audience for these SKYY Vodka advertisements is likely to work in a white collar profession, in line with the target audiences of the magazines in which the advertisements appear.

## INCOME

The target audience is likely to be on a relatively higher income than the average Australian, because SKYY Vodka is positioned as a quality product and the price for the vodka (\$38-\$45) is more compared to cheaper Vodka brands (such as Cassock Vodka).

## RACE/ETHNICITY

All races and ethnicities in Australia are targeted, this is indicated by the placements of the advertisements in magazines that do not segment according to race or ethnicity.



# MOTIVATION

The following diagram illustrates Maslow's hierarchy of needs which will help to illustrate the needs and wants of the target audience.



Source: Wells, Burnett & Moriarty 2003 p. 112 figure 4.7

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# SKYY



# TARGET AUDIENCE



The target group for SKYY Vodka is motivated by social and esteem needs.

She is motivated by social needs because she wants a strong sense of belonging to her peer group. The product claims to assist in this objective by alluding to 'those' people i.e. 'those who know smooth vodka, know SKYY'. By consuming the product in a social setting, the drinker is associating themselves with 'those' people and immediately feels a sense of belonging to their peers or reference group, 'Y are clothes back in fashion the minute we throw them out?'.



She is also motivated by esteem needs which are needs that reflect on her status and reputation. Being highly fashion and trend conscious she knows the answer to the question 'Y are the things we want, never on sale?'. The answer is that only last season's stock is on sale, and she has a reputation to keep by wearing this season's fashions. Thus, by keeping up to date with current trends and fashions, she is able to maintain her reputation. SKYY Vodka attempts to emulate this need for their product by associating it with fashion with the goal to increase demand.



In general, people want to be liked and accepted and hopefully followed by other members of their peer group. These needs are shown to be fulfilled if the target audience chooses SKYY Vodka as their social beverage of choice. By focusing on the social and esteem needs of the target market, the product meets the criteria for being a must have for anybody that's somebody.

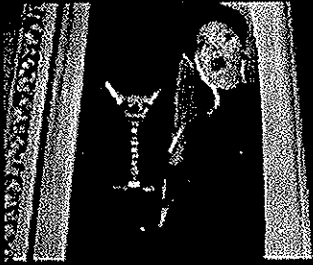
## PSYCHOGRAPHICS

The target audience for SKYY Vodka is status oriented. This is indicated by allusions to exclusivity and quality- 'Those who know smooth vodka, know SKYY'. The word 'those' indicates a desire to belong to that particular group who drink SKYY, because it is not inclusive of the individual viewing the advertisement. However, the chance to join the group exists in using the word 'we' in the headlines of the advertisements- 'Y are the things we want, never on sale?'. The promise of being included makes the reader excited at the thought of belonging to an exclusive group, which shows that the target audience for the three SKYY advertisements are definitely status oriented.

The target audience values the quality of the product implied in the advertisement. If an individual is seen to use a quality product, it is likely that they will achieve a higher social status. Quality is indicated by words such as 'smooth' used in the slogan, and subject matter in the headings such as 'clothes' and 'desserts', which are indulgent products that are often associated with luxury and status. By drinking SKYY, the target audience hopes to increase their status through association. Thus, according to the VALS psychographic segmentation system, the target audience for SKYY Vodka are either strivers, achievers or actualizers, dependant on their degree of resources and innovation. They all want to increase their status, and work hard, despite their means, to achieve it. For example, if a striver cannot actually afford to buy a premium Vodka such as SKYY, they may pay for it with credit anyway in the hopes of achieving their status goals.

# SKYY

# POSITIONING



SKYY vodka positions its product so that it stands apart from competitors. SKYY Vodka is positioned by the product user. The product user is female, has significant disposable income to spend on luxury items such as alcohol and clothing and likes quality products. She is likely to be a hard working and successful individual. This can be seen in the copy of each of the SKYY advertisements-

- *Y are clothes back in fashion the minute we throw them out?*
- *Y does the word 'stressed' spell 'desserts' backwards?*
- *Y are the things we want, never on sale?*



Typically, clothes and desserts are seen as feminine, premium and luxurious products. Desserts are seen as a 'naughty' treat, but women allow themselves to have them if they have been stressed out. Shopping is also a 'naughty' treat. SKYY Vodka is attempting to link the use of Vodka with a way to de-stress because they realise that their busy target market 'needs' a 'naughty' way to de-stress. By comparing SKYY Vodka to desserts, clothes and shopping, and using copy to describe these things adjacent to images of the SKYY Vodka bottle and indulgent-looking cocktails, the product borrows the positions of these luxurious, de-stressing products and activities to help position SKYY Vodka.



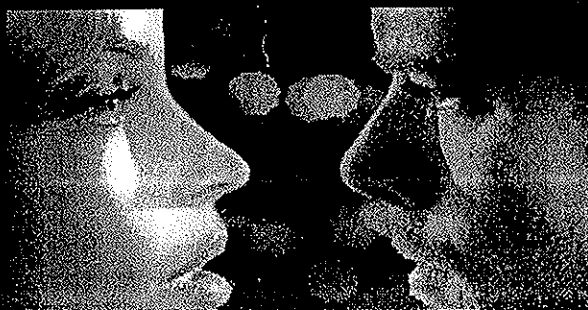
SKYY Vodka is also positioned by product attributes. This can be seen in the slogan on each of the SKYY advertisements that reads 'Those who know smooth vodka, know SKYY'. SKYY vodka is associated with the characteristic of being *smooth* and by implying that the product can help reduce stress. This is a suitable positioning strategy because it is related to the target market. Most females who do consume alcohol would enjoy a drink that is *smooth* and light. The vodka is also described as smooth to help convey the message that SKYY is a premium Vodka with few impurities (due to it's unique triple distilling process). As previously described, the target market is most likely working in a demanding occupation that requires a great deal of work and time, which may result in them being stressed. The marketer is able to effectively use SKYY Vodka's *smooth* taste in order to create a relative picture of the product to the customer.



Another example of positioning by product attributes can be seen in the cocktails in martini, champagne and high ball glasses next to the SKYY Vodka bottle, hinting that the product can be applied for this use. The cocktails look extremely appetizing and can get the target audience thinking about how they could use the vodka in their own cocktails. This could also lead in to them downloading cocktail recipes from the SKYY website.



SKYY vodka positions its product so that it stands apart from competitors. The company has chosen to position their product by attribute. This is illustrated by associating SKYY vodka with the characteristic of being *smooth* and by implying that the product can help reduce stress. This is a suitable positioning strategy because it is related to the target market. Most females who do consume alcohol would enjoy a drink that is *smooth* and light. In addition, SKYY vodka is targeted to young professionals. This target market is most likely working in a demanding occupation that requires a great deal of work and time, which may result in them being stressed. The marketer is able to effectively use SKYY vodkas *smooth* taste in order to create a relative picture of the product to the customer.



# SKYY

# EMOTIVE RESPONSE



These advertisements aim to make women in the target market feel that drinking SKYY Vodka can make them feel just as good as shopping and eating desserts. They live full, stressful lives, and by focussing on their lifestyles, the advertisements aim to personalise SKYY Vodka by showing the product as being the perfect antidote to feelings of stress, just like shopping and eating desserts.



Like shopping for clothes and shoes, SKYY Vodka is shown to be another 'guilty' pleasure that all women feel that they deserve for the hard work they put in to their careers, friends and family. The target audience becomes emotionally involved with the product because it understands her and knows that she needs a break from her fast-paced life sometimes. If this emotive response to the advertisements is achieved, the target audience will likely place SKYY Vodka high on their list of the evoked set of alcohol brands they choose from.

## MESSAGE APPROACH



The message approach adopted by the three SKYY Vodka advertisements is a mix of teaser, demonstration and problem solution. The advertisements are teasers because the headlines, 'Y are the things we want, never on sale?', 'Y does the word 'desserts' spell 'stressed' backwards?' and 'Y are clothes back in fashion the minute we throw them out?' do not directly state what the product is and what functions it performs. Further reading reveals to the target audience that the advertisement is for SKYY Vodka. However, without offering the 'teaser' headline and drawing attention to the advertisements, the target audience could very well ignore the advertisements and not be drawn into them. The headlines all ask rhetorical questions, which of course there are no answers to 'Y are the things we want, never on sale?', yet the reader reads further to see whether the answer is indeed revealed further in the advertisement. In this way, offering a teaser headline helps to grab the attention of the target market.



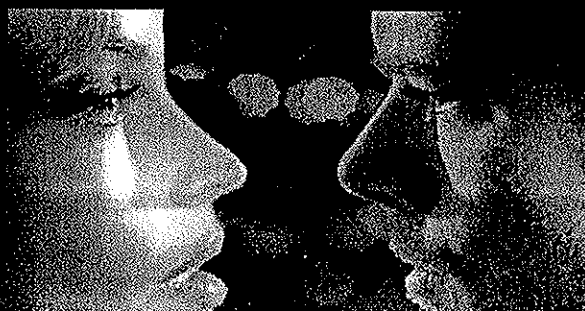
The advertisements also demonstrate uses for SKYY Vodka. Adjacent to the bottles of the vodka in each of the advertisements are pictures of decadent looking cocktails with exotic and tasty ingredients or garnishes such as frangipani flowers. This suggests that the vodka be used for creating such alcoholic treats either at home or at the bar.

## MESSAGE EXECUTION



The advertisements are able to stand out from competitors' advertisements through the use of the colour blue. Blue helps the advertisements convey a relaxing mood. Most people associate blue with purity and refreshment. The backdrop of the ad appears as if it is underwater, which contributes to the theme of clarity and calming. The blue bottle helps distinguish the product from competitors and aids in reinforcing brand identity. Of course, the colour blue is blue like the sky or 'SKYY Vodka' and the advertisements attempt to convey this to the target audience.

*Continued next page...*



# SKYY

# MESSAGE EXECUTION



Cloudy white streaking across the blue at the top of the page looks like jet stream from an air craft through the sky, tying in with the idea of the jet setting lifestyle that the target market for SKYY Vodka are highly likely to lead, or strive to lead.



The advertisements use very little copywriting in the message strategy. The headline 'Y does the word 'stressed' spell 'desserts' backwards?' is an indirect headline that does not provide the reader with information or identify the product category, which is also shown by the other two headlines; 'Y are the things we want, never on sale?' and 'Y are clothes back in fashion the minute we throw them out?'. The headlines are puzzles because they ask the readers a question that makes them want to further read the ad. This is an effective approach to grabbing the reader's attention and intriguing them. The headline also creates an association with stress, dessert, and clothing. After examining the picture, readers make an association with dessert and SKYY Vodka. Ultimately, the reader will remember SKYY Vodka as the dessert to help avoid being stressed.

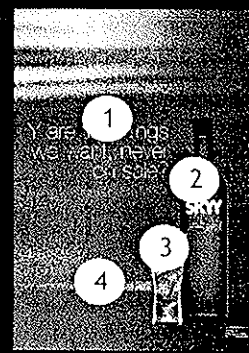
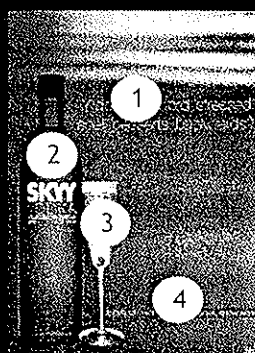


The questions raised in the advertisements begin with the word why being spelt 'Y'. This is an effective method for consumers to remember the letter 'Y'. When they are purchasing vodka in the store they will recall and associate the letter 'Y' with SKYY vodka. The Y, as a symbol, also represents the image of a martini or cocktail glass. The target audience can easily remember that the SKYY goes in the glass and will remember this next time they visit a bar or liquor store. The 'Y' in the headline is helping establish brand identity and assisting consumers in brand recognition. The slogan 'those who know smooth vodka, know SKYY' is repeated in all ad campaigns and also aids in brand identity.

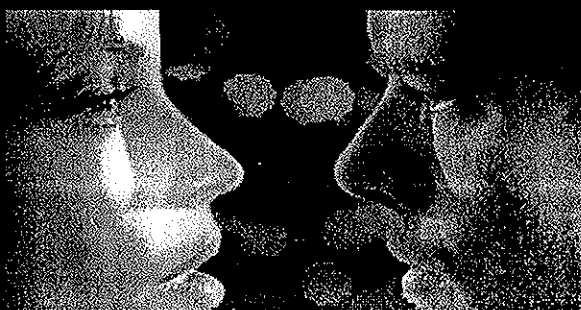
The contrast between the size and use of colour in the SKYY vodka bottle and the glass with the poured drink is effective because it is visually interesting and the two pictures do not fight each other for attention from the reader. The formal balance of the ad suggests stability and is usually used for upscale, conservative products such as SKYY vodka. The layout is a tool that is aiding the advertiser in effectively reaching the target market of young professionals.

## EYE MOVEMENT

The eye movement of a person viewing the three advertisements is pictured below.



*Continued next page...*



# SKYY



# EYE MOVEMENT



The first place a person looks is shown by a number 1 in the diagram. The eye follows 2,3, and 4 in that order, forming a 'c' shaped sweep with the eyes when first glanced at.

The headlines in large white font (most probably Arial) against the deep peacock blue of the background and the position of the headlines as the closest element to the top of the page makes it the most contrasting and prominent thing a person viewing the advertisement sees. The headlines reach out and 'grab' the audiences attention, drawing them in to view the rest of the ad.



Second closest to the top of the page, the SKYY Vodka bottle with white writing on it is the next area the eye looks at. The whiteness of the text on the blue bottle matches with the whiteness of the headline on the blue background. The eye naturally curves down the left side of the page for advertisements one and two, and the right side for advertisement three, following the white text that contrasts against the blue background. The eye then flows over the illustration of the cocktail glass, sliding down diagonally to the slogan 'Those who know smooth vodka, know SKYY' (also printed in white text a quarter of the size of the headline). The eye stops at the 'drink responsibly' logo in white at the bottom corner of the page. For all three advertisements, they eye makes a sweeping curve from top to bottom of the page following the path illuminated by the white text and clear font of the advertisements. The eye does not miss any important details of the advertisements because it is guided through the copy and content of the entire advertisements.



## EFFECTIVENESS

The message copy is effective for various reasons. The key message effect is to create perception. The copy is sufficient by using short sentences. It does not attempt to make to many different points and is able to keep a single focus. The message copy is original and not a cliché. The advertisements are effective because they create exposure and are able to grab consumer's attention. The headlines create interest by helping to create an association between the product, desserts, and clothes, which are tools to minimize stress. The captivating headlines also create brand identity and recognition with the use of the letter 'Y' and helps create memorability. The advertisements are able to touch the emotions of women, by giving them a solution to a stressful situations brought on by their busy lives.



The advertisements are also effective on a persuasion level by emotionally involving women in the advertisements by acknowledging and admitting their 'Achilles heels' of shopping, desserts and clothes. By knowing their audience well, the advertisers for SKYY have exploited this by creating emotional connections between these 'guilty pleasures' and SKYY Vodka, and letting women know it's ok to do these things because all women do (as indicated by the word 'we' in each of the headlines). By emotionally involving the target audience, it is likely that trial, purchase and repurchase behaviour of SKYY Vodka is going to follow.



# SKYY

# COMMUNICATION TASK



The key message of the SKYY Vodka advertisements can be summarised as follows:

*SKYY Vodka is a premium grade product that reflects women and the lives they lead. SKYY Vodka is the perfect choice for the fashionable, sophisticated and discerning consumer. Using this brand can help to improve your social life as it is far trendier than other brands.*



The task that the SKYY Vodka advertisements try to achieve is to reach the target audience through the masses of clutter that consumers are bombarded with every day. In other words, the main task of the message is to create perception, that is, attention and interest, amongst the target market. Once the target market is exposed to the SKYY Vodka advertising message, the next step that will determine the success of the campaign is the level of attention or interest paid by them. If the consumer is aware of SKYY Vodka, it indicates that the message has made an impact, either large or small, on them. It is desired that once awareness has been achieved, the consumer will actually buy the product for trial (if they are a new user) or buy it again (if the advertisement served as a reminder to them).

## DESIRED REACTION

The advertisements are intended to make the target audience 'Feel-Learn-Do'. This is shown in the diagram below.



HEAD: INFORMATION (HARD SELL)

HEART: EMOTION/FEELINGS (SOFT SELL)

HI  
INVOLVEMENT  
LO

### THE 'THINKERS'

Path: Learn-Feel-Do

Products: Insurance, cameras, contact lenses, TV  
Message strategy: Use information, emotion, reasons, news announcements, facts and details.

### THE 'FEELERS'

Path: Feel-Learn-Do

Products: Sports cars, eye glasses, perfume, wallpaper and paint.  
Message strategy: Use appeals, imagery.

### THE 'DOERS'

Path: Do-Learn-Feel

Products: Insect repellent, shampoo, razors  
Message strategy: Use incentives e.g. price deals, coupons, samples, exhibits, trade shows.

### THE 'REACTORS'

Path: Do-Feel-Learn

Products: Fast food, fruit, women's magazines, snacks, beverages.  
Message strategy: Use reminder ads.

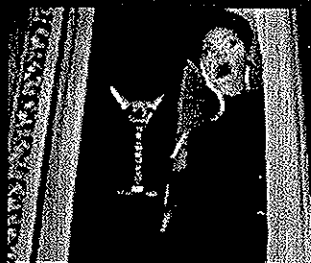
Source: Wells, Burnett & Moriarty 2003 p. 311 figure 11.2

Obviously, the desired reaction from these advertisements is to make the target audience buy the vodka. The advertisement attempts to make the target market create an association between smooth vodka and SKYY Vodka. They want the target market to remember the product when they are feeling strained or anxious and wish to go out and drink socially.

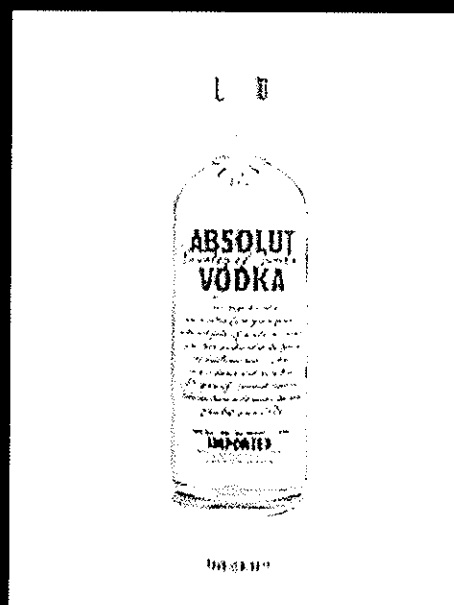
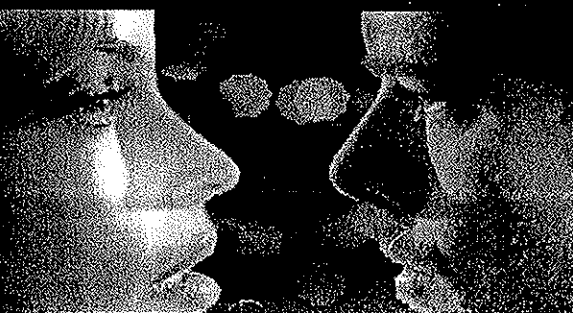


# SKYY

# NEW ADVERTISING STRATEGY



## Part B



Source: [http://press.absolut.com/templates/ImageList\\_\\_\\_160.aspx](http://press.absolut.com/templates/ImageList___160.aspx)

## Absolut Vodka

# SKYY

# STRATEGY 1



## Message Objectives

With such an effective campaign aimed at women, SKYY Vodka could potentially gain a significant slice of the female vodka drinkers market. It is imperative, therefore, for Absolut to establish their brand in a more appealing fashion, to potential and existing consumers. The advertisements cannot be so restrictive that male drinkers feel excluded from consuming the product, as this might cannibalise the market.



The intention of the ads is to create more awareness and exposure for Absolut. As a result, readers will be able to recognize and distinguish the product from competing brands. We want to be able to gain the attention of the readers so that they are interested in the message of the ad. The repeated slogan 'The Perfect Fit' in the campaign will help in strengthening the reader's ability to recall the ad. The advertisement is planned to educate women that Absolut is the choice for them when consuming Vodka because it understands their pursuit of attention. It will be highly affective for the target market, as they will be considerably impacted by the perceptive portrayal of their desired circumstances.

## Target market



Similar to the target market of SKYY vodka, the Absolut ads are directed towards young, professional females, possessing a higher than average income. In comparison to competing brands of vodka, Absolut is relatively expensive and positioned based on its quality. The ads will be placed in magazines such as Marie Claire and Madison, whose core readers are females in their early and late twenties. The print advertisements will be placed in a similar genre to the magazines that the Skyy Vodka advertisements were found. Full page advertisements in Madison, Marie Claire and VOGUE, indicate the calibre of magazine that will be used in the campaign.

## Big Idea



The main idea that is being conveyed here in the advertisement is that by consuming Absolut Vodka, women can be empowered to feel perfect whilst enjoying flawless vodka. In the pursuit of perfection, Absolut will provide status and enjoyment that is unparalleled.

## Message Strategy



The ad uses a the ritual view to approach its target market. It focuses on the glamour and appeal that are synonymous with drinking Absolut. It appeals considerably to the desires of a woman's heart for acceptance and excitement. The word perfection is intended to induce affection from the consumer towards the brand. In a quest to increase the involvement females have with the product, the advert uses the colour pink which is frequently found to be a favourite colour amongst the target market.

## Message Approach

The ad uses a demonstration strategy since it highlights the product being the centre of attention at a club or party. It shows that one can expect to be in the spotlight when drinking Absolut Vodka.



# SKYY



# STRATEGY 1



## Eye Movement

Instinctively, the eye is drawn to the centre of the ad, in response to the central focus that the spotlight creates. At this point of the circle, the bottle narrows to mirror the shape of a woman's body. This helps readers swiftly identify the significance of the change in bottle shape. Combined with the pinkish rim to the illumination, a female reader is left with no doubt that the advert is for them.

## Message Execution

The easily recognisable Absolut bottle has been manipulated in this advert to form the shape of a typical women's body. This eye-catching piece of graphic design is intended to help females associate with the brand and understand that the message is aimed directly at them. The shape of the bottle is designed in such a way that it should not discourage women with a larger size from consuming the product. The 'curvy' nature of the Absolut bottle should help the majority of women to associate directly with the brand.

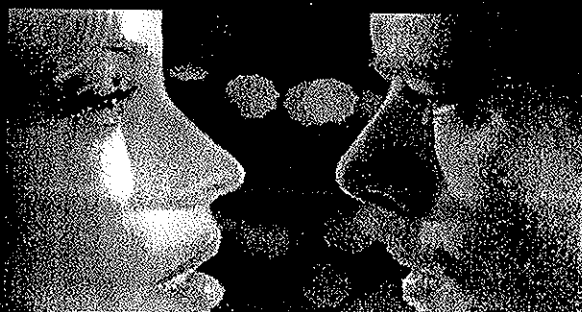
Women love to be told that they are beautiful. One way of expressing such a compliment is to include the word 'perfect' in the description. Females should be made to feel glamorous by both their surroundings and the people in their life. Absolut draws a parallel with being totally perfect and consuming the drink. It does not communicate that you need to be perfect in every way in order to drink the brand. Instead it conveys a message that this vodka can help to make you feel perfect when consuming it.

By having the bottle positioned in the advert as being the 'centre of attention', prospective drinkers will expect to find themselves in the midst of such a gratifying experience, when they consume the drink. The bottle is illuminated by the pink spotlight which enhances the feminine effect and draws attention to the shape of the bottle in the midst of a dimly lit room. When out drinking and dancing in a bar or nightclub under similar lighting conditions, women often stand out in a similar way. This association with being the life and soul of the party is highly attractive for typical women within the target market.

## Message Effectiveness

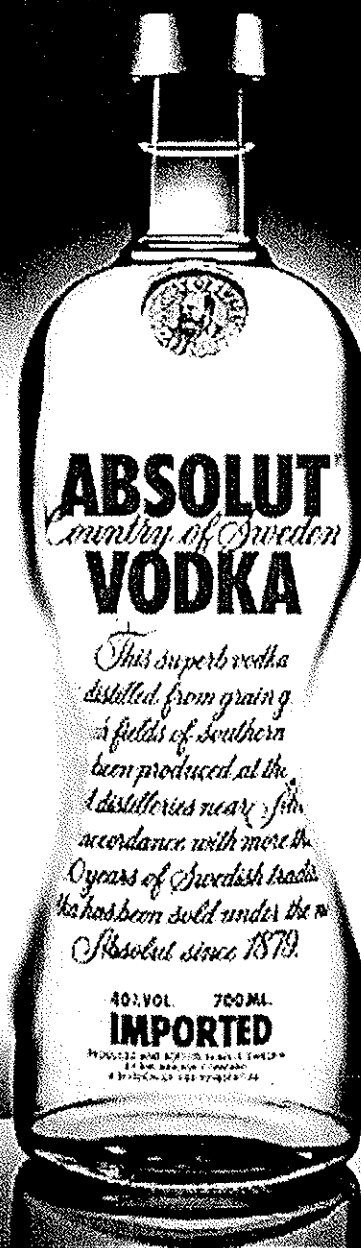
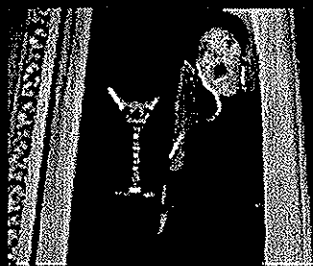
Cleverly positioned close to the middle of the circle is the 'Absolut Vodka' label. This is vitally important since the shape of the usually distinct bottle has been changed. Consumers must quickly recognise the brand being repositioned for women in order for this advert to be effective.

For many years, the Absolut advertisements have conveyed a simple yet punchy message that usually consists of just one word after the brand name. To continue this theme means that loyal consumers who have a significant liking towards the advertisements and find them easily identifiable, will not be disappointed. Many consumers are loyal to Absolut because of the taste and so the allusion to perfection can be interpreted as being with regard to the drink itself.



# SKYY

# ADVERTISEMENT 1



**ABSOLUT PERFECTION  
THE PERFECT FIT**

[www.absolut.com](http://www.absolut.com)

# SKYY

# STRATEGY 2



## Target Audience

Similar to the target market of SKYY vodka, the Absolut advertisements are directed towards young, professional females. In comparison to competing brands of vodka, Absolut is relatively expensive and positioned based on its quality. Consumers purchasing Absolut will have a higher income than average. The advertisements will be placed in magazines such as Marie Claire and Madison, whose core readers are females in their early and late twenties. The pink high heel shoe in the ad will appeal to this segment. Many older women will not be interested by the image because the shoe may look very uncomfortable and too trendy for their liking. Absolut will be aimed at women who are poised, motivated and determined in accomplishing their goals. The female is energetic and full of life. She enjoys spending time with her friends and drinking in a fun, dynamic environment.

## Message Objectives

The intention of the advertisements is to create more awareness and exposure for Absolut. As a result, readers will be able to recognize and distinguish the product from competing brands. We want to be able to gain the attention of the readers so that they are interested in the message of the ad. We aim to create memorability by utilizing creative images and copy. Learning will be achieved by linking the idea of Absolut and 'Sexy', creating an association that will help increase memorability. The ad also intends to touch the emotions of females. It seeks to establish brand cues by linking Absolut with an assertive, sophisticated and fashionable brand image. The main objective of the ad is to create awareness of the brand. It is difficult to encourage trial or persuade readers to increase the usage of a product such as alcohol. However, by adding the company website on the bottom of the advertisements, readers are encouraged to visit the website for more information on Absolut.

## Big Idea

With greater emphasis being placed on health and weight, Absolut is faced with the threat of decreased consumer consumption of alcohol. It is important for the company to make their product appealing to females. The main idea in the advert is that the show is elegant, attractive, and sexy and 'The Perfect Fit' for Absolut, implying the shoe and product have similar characteristics. By associating these images with the product, Absolut can create a positive and attractive brand image that can eliminate the fear of not being 'fit' or the negative images connected to alcohol.

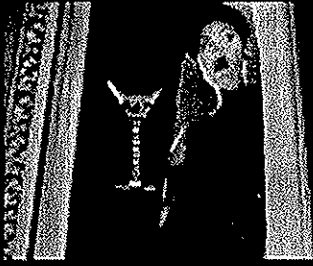
## Message Strategy

The Absolut advertisements use a *soft sell* strategy. The advertisements use emotional appeals and images to create a response to attitudes and feelings. Using words like 'Sexy' and the 'Perfect Fit' help reduce the negative attitudes towards alcohol and their side effects. Because this ad is more focused on heart strategies and requires little involvement from consumers, the message strategy is to remind the 'reactors' of the product. This is accomplished illustrating the product, repeating the product name and having a common slogan in both advertisements. Furthermore, the ad is considered a part of the Ritual view since it is based on heart rather than head.



# SKYY

# STRATEGY 2



## Message Approach

The ad uses a teaser message approach. Although the ad does identify the brand Absolut, it provides insufficient information about the product. The ad is effective in creating curiosity and gaining the attention of readers.

## Eye Movement

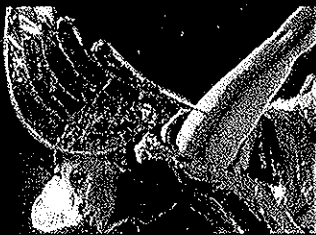
This is a simple ad structure that requires very little eye movement. People first notice the picture in the centre of the ad. Then, their eyes move down to read the headline 'Absolut Sexy' followed by reading the underline 'The Perfect Fit'. Finally the customer will read the call to action, the website printed on the bottom right of the advert.

## Message Execution

The headline 'ABSOLUT SEXY' is an indirect headline that uses association to gain the reader's attention and build interest. The word 'Sexy' uses a type that is seductive and engaging, which helps contribute to the idea and sexy mood of the ad. The use of the colour pink is effective in creating a contrast between the product and the shoe. The ad uses a picture window layout. The shoe with the bottle placed in it occupies the majority of the ad space. The design of the ad is simple with no cluster and helps create a stronger impact and avoids a fragmented effect.

## Message Effectiveness

This ad is effective because it increases the awareness of the product. The creative pictures and copy help gain the interest of the readers. The ad strengthens the reader's ability to recall the ad by using a common slogan in the ad campaign. The association of the product with the feeling of being 'Sexy' touches female's emotions. The ad helps create an attractive brand image for Absolut by illustrating a chic and attractive product that is 'The Perfect Fit' for the targeted market. The call to action encourages people to respond to the ad by visiting the company website.



# SKYY



# ADVERTISEMENT 2



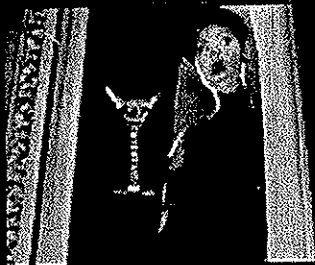
**ABSOLUT** *SEXY*  
**THE PERFECT FIT**

[www.absolut.com](http://www.absolut.com)

# SKYY



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## Images

The images that appear on the left hand side of each page of this document have been borrowed from the SKYY website, as has the SKYY logo at the bottom right of each page of this document and the SKYY glass logo at the top right of each page ([www.skyy.com](http://www.skyy.com)).

Images that have been altered to produce new advertisements 1 and 2 were sourced from [http://press.absolut.com/templates/ImageList\\_\\_\\_\\_160.aspx](http://press.absolut.com/templates/ImageList____160.aspx)

# SKYY