

THE BIZARRE WORLD OF PERFUME ADS





WHAT ARE THE FIVE SENSES?





TOUCH



TASTE

WHAT ARE THE FIVE SENSES?



SIGHT



SMELL



HEARING

WATCH THE LINDT AD

What visuals were used to represent each sense?



What can you feel?



What can you see?



What can you smell?



What can you hear?



What can you taste?



[Lindt Excellence TV Commercial](#)

HAVE YOU EVER SEEN A PERFUME AD?

Are there any new perfume ads currently on TV?

What are the perfume ads like?

What can you normally find in such a commercial?



DO YOU KNOW ANY OF THESE PERFUMES?
WHAT KIND OF SMELL WOULD YOU EXPECT TO FIND IN EACH OF THE
BOTTLES?
WHICH ONE WOULD YOU WEAR DURING THE DAY AND WHICH ONE
WOULD YOU WEAR AT NIGHT?



Lancôme - Idôle



Dior - J'adore



Yves Saint Laurent - Black

Opium

MATCH PERFUMES WITH THE DESCRIPTIONS BELOW.

Finely crafted down to the last detail, like a custom-made flower, it is a bouquet of the most beautiful flowers from around the world. The essence of Ylang-Ylang with its floral and fruity notes and the essence of Damascus Rose from Turkey blend with a rare duo of Jasmine Grandiflorum from Grasse and Indian Jasmine Sambac, with fruity and voluptuous sensuality.



Lancôme - Idôle

This seductive women's perfume is inspired by the edgy and daring woman. Emboldened by the strong scent of coffee, the sensuous warm floral vanilla perfume captivates the senses with a sweet vanilla base and a burst of floral at the heart of the fragrance.



Dior - J'adore

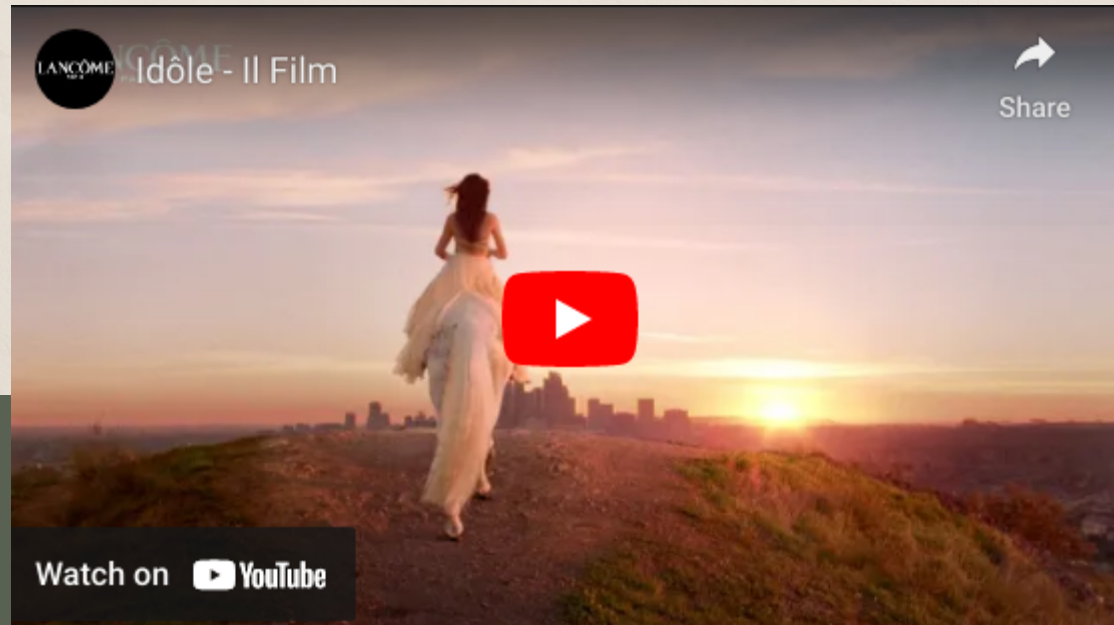
With its alluring scent and sharp thorns, the rose symbolises the complexity of femininity. Oil of Jasmine absolutes acts as a gentle yet generous accompaniment to the perfume's heart. An abundance of radiant petals blended with musks, form a sophisticated citrus alliance, which recalls the airy freshness of just-washed linens.



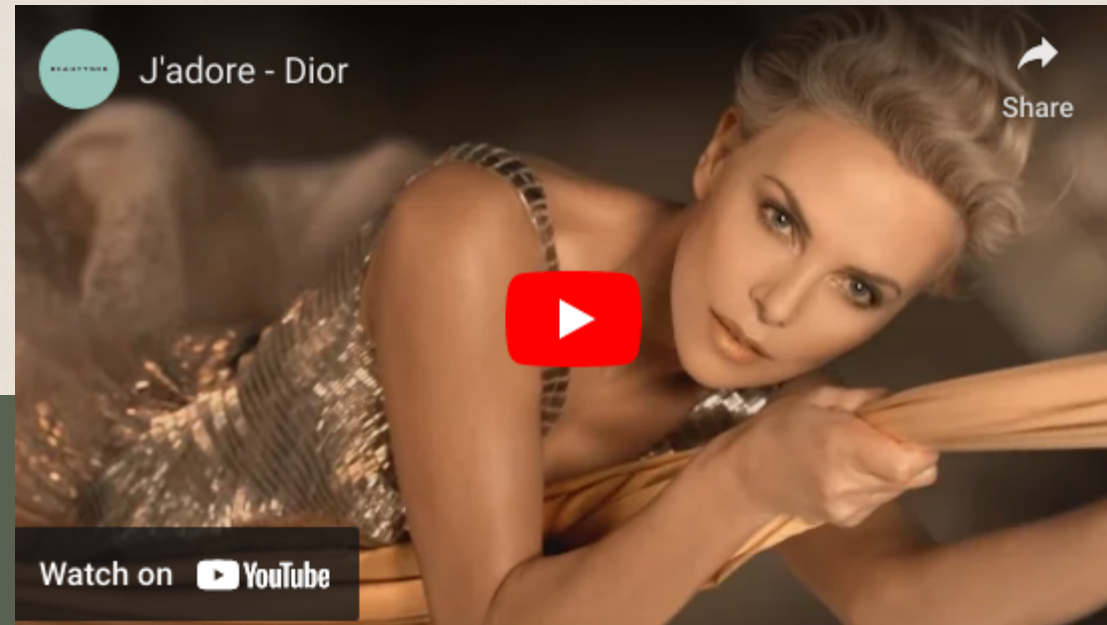
Yves Saint Laurent - Black

Opium

WATCH THE PERFUME ADS.
HAVE THEY HELPED YOU MATCH THE DESCRIPTIONS WITH THE
PERFUME? WHY (NOT)?



[Lancome - Idôle](#)



[Dior - J'adore](#)



[Yves Saint Laurent - Black Opium](#)

ANSWERS

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Opium



DISCUSSION

- What do perfume ads try to sell, the smell or the feeling?
- How do perfume ads portray the person wearing the perfume?
- How do you feel when you wear perfume?
- What perfume are you currently wearing? Why did you buy it?
- Do you always wear the same perfume or do you switch them up? When?



DESIGN YOUR PERFUME

What scent would you put in your perfume?

Would your perfume be for daytime or nighttime?

What would you call your perfume?

What shape of a bottle would you use?

What song would you use in your perfume ad?

What would your perfume ad be like?

