

Semiotic Analysis of a Galaxy Chocolate Advertisements

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Abstract: This essay analyses the Dove chocolate advertisements through the key signs and symbols of semiotics, as well as rhetorical techniques, metaphor and metonymy. For gaining the audience's acceptance and promoting the consumption of the product, we analyse the meaning of the brand and the product information, so as to enable the audience to understand and accept the brand connotations and values conveyed by advertising logos. At the same time, we explore the influence of semiotic elements in advertisements on audience psychology.

1. Introduction

‘Semiotic systems are usually understood as consisting of two parts - namely the signifier and the signified. The signifier represents the word, image, or symbol that symbolises something else, while the signifier refers to is called the signified (Saussure, 1983).’ In terms of advertising, the product itself becomes the signifier, which is where the advertisement is selling a certain meaning, structure, and ideology to its consumers.(Williamson, J. 1978) ‘The goal of semiotics in the study of advertising is ultimately to uncover the hidden meanings that form what might be called a ‘signification system ’(Beasley, R., & Danesi, 2002,p.20) .’Semiotics is important for the analysis of advertising, since brands rely heavily on sign systems that distinguish the brand from simple commodities and competitors(Oswald, L. R., & Oswald, L. ,2012.) In this advertisement, elements of Saussure's dyadic model and Barthes' theories will be used to analyse the 2013 Galaxy chocolate advertisement. This advertisement will be analysed in terms of its brand meaning and product message through its signifier and signified, as well as rhetorical devices, metaphors, and metonymy. It allows the audience to understand and accept the brand meaning as well as the value conveyed by these advertising signs. This gains maximum audience recognition and thus promotes the consumption of the product. Chocolate as a food to convey emotions and enjoy beautiful moments has been deeply rooted in people's hearts. However, when consumers walk into shops and face the various available chocolate brands, consumers have difficulty making clear judgments and choices. What the consumers care about is not only the product itself, but also the price, quality, taste, and culture of the brand. ‘For consumers to integrate brand meaning into their lifestyles and emotional worlds, the brand message must reflect a deep and nuanced understanding of the brand^[1].(Oswald, L. R., &Oswald, L. ,2012) ’

2. The reason why Galaxy Chocolate chose Audrey Hepburn as its spokesperson

Galaxy chocolate chose Audrey Hepburn as spokesperson. However, the advert was not

photographed by Hepburn herself. Instead, it was developed by using computer effects to bring Hepburn back to life as the spokesperson. The reason for this was because the advertisers wanted to use Hepburn as an influential figure to attract consumers attention and to build a specific group identity. The American sociologist Coleman divided human society into seven categories of group identity. These included identification with employers

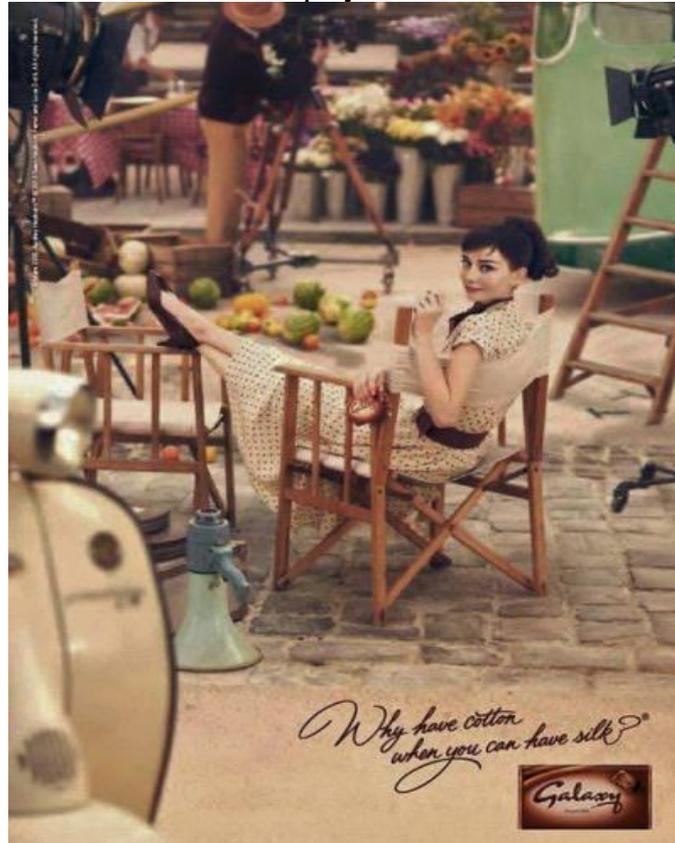


Figure 1: Galaxy chocolate advertisement shooting screen

Identification with the state, identification with direct relatives, identification with masters, identification with communities, identification with powerful conquerors, and identification with corporate actors and other actors(Coleman, J.S, 1994). When creating an advertisement, the creator of the advertisement must choose a suitable spokesperson according to the symbolic meaning of the product and communicate with the target audience effectively through different types of spokespersons. This should be done to meet the common aspirations of a particular group of people, so that the audience will resonate and identify with the content presented in the advertisement. Hepburn, as a character sign, is an important carrier for the emotional marketing of Galaxy chocolates. She has become so associated with the idea of ultimate elegance that she still resonates strongly with technology-obsessed millennials (Kirilchuk, N., & Pet'ko, L, 2021,p.58). Hepburn is remembered as a woman of graceful and great charm. According to Saussure's model, According to Saussure's model, the signifier is the Audrey Hepburn of the advertising centre. The concept of beauty, fashion, and elegance that Hepburn represents is the signified. In addition, people associate Galaxy chocolate with Hepburn's romantic, classic image and transfer their love for Hepburn to chocolate. 'Philip Kotler divides the change of audience's consumer behavior into three stages: the first is the quantity stage, the second is the quality stage, and the third is the emotional stage. (Philip, K. , 1999) ' In the emotional stage, the audience is no longer looking for the quality and quantity of the product. Instead, the audience seeks more about the spiritual connotation conveyed by the

specific product. Women like to buy Galaxy chocolates because of both the smoothness of the chocolate, as well as because of the psychological satisfaction they get from buying and consuming Galaxy chocolates. Such as the sign of social status and taste which comes with the products, as well as sensual meanings such as romance^[2-3]. In this way, the audience is no longer just consuming the use value of the chocolate, but is mainly consuming the signs meaning it represents. For example, a signifier is associated with Hepburn and Galaxy chocolates, making full use of the notion of a tasteful and elegant lifestyle to further attract the attention of more feminine audience. However, this taste is in fact artificially given to it by the media, rather than being inherent in it. In comparison, I eat Dove chocolates, and I have the same taste as Hepburn and I will have the same glamour as her^[4]. As shown in Figure 1.

3. The shooting technique and meaning of advertisement

This print advertising made use of panoramic shots, which are generally shots that show the whole scene and the full body of the person in action. Hepburn is at the centre of the advertisement and the audience can clearly see her overall movements^[5]. The character's movements can reflect a person's emotions. Hepburn leans back against a chair and crosses her feet on another chair, holding a bag of Galaxy chocolates in her right hand on the arm of the chair and a bar of chocolate in her left hand, smiling sideways at the camera. The relaxed pose and the smiling expression are a metonymy for a happy mood after eating Galaxy chocolate. Hepburn's outfit and hairstyle in this advertisement are reminiscent of her classic romance film entitled *Roman Holiday*. The spatial scenes in this campaign are computer generated and draw on the stunning natural scenery of Rome as a backdrop. Furthermore, when looking behind Hepburn, there are many different coloured flowers. Flowers, like chocolate, are a metaphor for love and are often used to express love and blessings^[6]. These elements evoke a certain degree of memory, reminding the audience about the beautiful and romantic love story played by Hepburn as Princess Anne with Gregory Peck. This places the audience in a specific romantic atmosphere, making the signs meaning more accessible to the audience, and subconsciously influencing the audience's consumer psychology: The brand of chocolate is a symbol of love. This further encourages viewers to want to purchase Galaxy chocolates when they need love and to enjoy the feeling of love. In addition, in this advertisement, there is not much text to explain the chocolate to the audience. It rather uses a series of signs to create meaning and constantly signal a 'call' to the audience. The audience find their own position within the different signs, or what they expect the product to be like, and then they transform their expectations into purchasing power in real life. Thus, the process of 'realising the dream' is completed^[7-8].

3.1 The deep meaning of "advertising symbol"

Regarding the tone of the colours in the advertisement, the identity of the brand can be reflected. Galaxy chocolate is often associated with the colour brown, either shown on the official website or the packaging of the chocolates themselves. In addition, the high heels, belt and silk scarf worn by Hepburn in this advertisement are all the brown as the chocolate. The scarf around Hepburn's neck is used as a metaphor for the chocolate. The metaphorical image often represents something that the advertiser would not have expressed in words. Furthermore, the silk scarf is the same colour as the chocolate and has a similar shape. Silk scarves are often shown as being silky and soft, depending on how we feel when we wear them. When the audience tasting Galaxy chocolate, the smooth and delicate texture may prompt the audience to associate the chocolate with the silky touch of the silk scarf. Moreover, the chocolate packing in the right corner of the bottom and the slogan 'Why have cotton when you can have silk' in brown lettering in this advertisement can be used as signifier.

This indicates that this is a chocolate brand to the reader^[9]. The silk is a metaphor for Galaxy chocolates and it has two meanings: On the one hand, The delicate texture of chocolate is a metaphor for silk. That gives the consumer the psychological experience of silky feel and enhances the effect of the advertisement. On the other hand, silk is a sign of luxury and taste, which indicates that Galaxy chocolates are the best among chocolate brands in terms of taste and composition^[10].

4. Conclusion

In conclusion, the advertisement has been analysed through the key signs and signifiers of semiotics, such as the choice of spokesperson, the spatial environment and other elements that make up the advertisement. Also, it has been analysed through text codes, such as camerawork, the use of colour and panoramic shots. In addition, this advertisement evokes the romantic love story by drawing on the costume and hairstyle of Princess Anne in the film Roman Holiday. Thus, the consumer psychology of the audience is also influenced: Galaxy chocolates are a symbol of love, it is also a metaphor for love, satisfying the audience's subconscious need for love.

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