

Välittäessä kuvaa. Välittäessä huolettomuutta.

**dabigatran**

Luonnollinen paikalliskoito vaihdokseen intemoreiin. Apteekista ilman reseptiä.

**Ovestin**  
estrioli

MSD

Helposti eroon hiivataulehduksesta

Yksi kapseli suun kautta riittää.

UUTTA! Nyt ilman reseptiä!

Hivon hoitoa **Diflucan**

Parasta luustolle ja lihaksille.

**elivo**

YAIN APTEEKISTA • www.elivo.fi • Elivo 5 vuotta!

Tekevään sattuu.

**UUSI**

Kuittaako hiivataulehdus ikävästi? Hoida vaiva heti!

Caranest Kombi 2 hotototueta 1 pakkauksessa. Hiivataulehduksen kokonaisvaltaisen hoitoon.

**Caranest**

**NAUTI KAURAN HYÖDYISTÄ**

**OATLY**

MIKSI TERVEELLEEN PÄIKÄÄN? HILJAINEN PÄIKÄÄN.

**Sepaferin Eye**

Ikäviä kovettumia?

**Sepaferin Eye**

Pehmetä jalkojasi helposti - viikkokäsi!

**Scholl**

"Nykyisin nautin jokaisesta askeleesta"

**MOLLER**

Vahvista hiustenjuuria. Vahvista hiustesi kasvua.

82% vahvistunut hiusten PPRin-kappaleiden avulla

**PRIORIN**

Tervetuloa maailmaan!

**RELAX**

Menetänkö sinut?

**MSD**

KOKO PERHEEN VOIMAJUOMAT

**PLUS**

VIVA NAANTALI!

**NAANTALI SPA**

Puhdista treenin Iron Vita! -rautavalmisteista

**NISHIKI**

Puhdista treenin Iron Vita! -rautavalmisteista

**IRON VITAL**

## What influences the reader in health and wellness advertising 2012

# What influences the reader in health and wellness advertising



Semiotic-qualitative research on  
wellness advertising 2012

- What actually impacts the reader in the content or appearance of an advertisement?
- Aikakausmedia wanted to find out what makes the reader stop at an ad, be pleased with it and remember the ad.
- We well know the attention values and reading values of ads, but we don't really know why exactly these ads get such good values.
- A new kind of semiotic-qualitative research found out the secret of the best wellness ads in magazines in Finland.

# What influences the reader in health and wellness advertising



## A. Depth interviews among consumers:

- 15 depth interviews lasting 1-1,5 hours
- 'Ethnographic' method: readers would flick through the magazines and comment freely their feelings, opinions, reactions
- The magazines were filled with ads that already had got very good reading and attention values (and some not so good, for comparison)
- The following magazines were used ( Sept 2012): Kotilääkäri, Hyvä Terveys, Voi Hyvin, Fit, ET, Anna, Kauneus & Terveys, Evita, Valitut Palat.

## B. Semiotic analysis of the ads:

- The same good (and some less good) ads were analyzed semiotically
- What kind of colors, forms and visual compositions are attractive in the food s and why?
- What kind of stories appeal to the readers in ads?
- What kind of mythical material is effective in wellness ads?

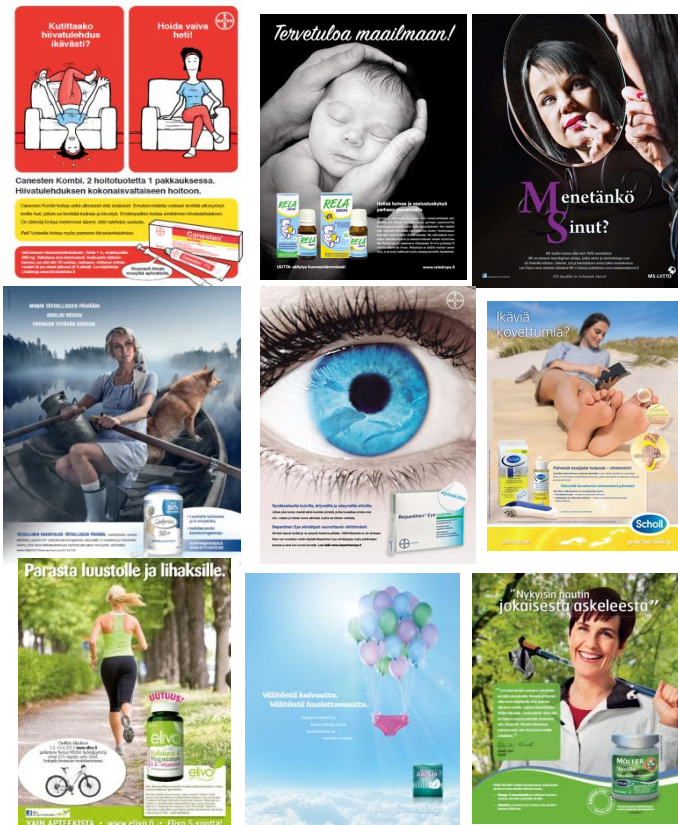


## A. Depth interviews among consumers



- Student 20 years, female
- Student 20, female
- Student 24, female
- BA in social services 30, female
- Physical education instructor 33, male
- Executive director 35, male
- Teacher 38, female
- Planning chief 39, male
- Communication producer 42, female
- Office worker 45 v, nainen
- Delivery transporter 46, male
- Nurse 49, female
- Sales executive 53, male
- Secretary 59, female
- Office manager 60, female

# 48 wellness ads that got good attention and reading values in magazines:



- Medicine, natural products, vitamins:
- Medicine (pain relief)
- Natural products
- Vitamins, dietary minerals
- Medical creams, basic lotions
- Stomach medicine, constipation etc.
- Flu medicines
- Dietary products
- Fungi medicines
- Pharmacy accessories
- Services for wellness
- Sports and recreation services (spas, gym clubs)
- "Health food"/functional foods

Semiotic-qualitative research on wellness advertising 2012

"There is some crazy sportsman here, I don't do sports, so this is not for me"

"A cute baby, but I don't have kids, so I don't stop at this"

"A walker same age as me, I could consider should I take those, too"



1a. Scanning by consumer habits:

"Is this for me or not"

Do I belong to the target group?

- The characters in the ad guide your attention
- Woman, man, mother, child, young, old
- Sportsman/woman, office worker etc.

"You have to take vitamin D wintertime, so I'd notice this"

"I don't need special recovery drinks, so I don't stop at watching these ads"

"For stomach problems I would look what they offer now"

"A familiar brand, I've used it myself, now I remember it again"

## 1b. Scanning by your needs:

### "Do I need this or not?"

#### Product groups you use/ could use/ don't use

- Vitamins, supplements
- Sports drinks, protein products, recovery drinks
- Stomach medicine/ asidofilus-products
- Pain relievers, flu medicines, allergy medicines

#### Brands you use/ don't use

- My brand/ not my brand
- A well-known brand/ an unknown brand



“There’s awful lot of new protein and recovery products, my daughter uses them at the gym, but I don’t think I would need them.”

“It’s good they bring these new functional foods - we’ve always used lactic bacteria products”

“Now that they have all kinds of supplements, and new are coming all the time, it’s hard to find out, what they really are and how they work.”

“If i have an old working medicine, I won’t try new ones. But then if I don’t know for sure if this one helped or not, I’m willing to try a new brand.”

### 1c. Following the news

#### New products

- Protein products, recovery drinks
- Natural supplements
- Self-care medicines
- Functional foods

The spectrum of products in medicine and supplements is so vast, that it’s difficult for the consumer to know what would be good for yourself. If you’ve found a good brand, you like to stick with it.





### 2a. Expectations for different types of magazines

"If the supplement ad is in this kind of on factual magazine, it feels more reliable. You think they wouldn't take just any crap in here."

"If it's in a pharmacy magazine and the product is sold in pharmacy, then they have studied the product and its effect. They don't sell false medicine in a pharmacy."

"Yes, in women's magazines, too, there are a lot of articles on health, and of course you read them."

#### **Wellness magazines give more credibility**

- ⇒ Wellness magazines are considered somewhat 'gatekeepers' and quality watchers also for the content of advertising in these magazines.
- ⇒ You can have more facts and text in the ad
- ⇒ In this environment people believe in i.e. supplement ads more than in other kind of magazines or other media.

#### **Pharmacy magazines**

- ⇒ Authority in health business
- ⇒ If the ad is in a pharmacy magazine, the consumer thinks that the product is reliable and well studied and checked.

#### **Women's magazines**

- ⇒ Follow health business, quite reliable health information, too.



**Semiotic-qualitative research on wellness advertising 2012**



**A. DEPTH INTERVIEWS**

**A good wellness ad according to the consumers**

1. What is the product.
2. Show the package big enough.
3. Concise product info.
4. Clear.
5. True, no exaggeration.
6. Real, not artificial.
7. Suitable colours.
8. Picture/ idea with a story.
9. Awakes curiosity.
10. Guaranteed by a familiar brand.

"Beautiful photo, and the packages are well shown.,too."



# A good wellness ad



38%

## 1. What is the product?

- ⇒ What is it: a vitamin, supplement, medicine, a functional food or what?
- ⇒ Is this for me?
- ⇒ How does it work?
- ⇒ Tell in the headline and show in the picture, what does the product do

71%

49%

"here they say already in the headline, what does the product do; in the picture there is hair and in the package there is hair, too."

"The comic strip tells everything, and the product is clearly shown, too.."

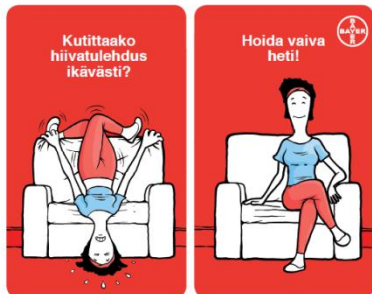
ATTENTION VALUE %

READING VALUE % of those who noticed the ad

## A. DEPTH INTERVIEWS



"Here you have a big D and orange colour and package big, so you get it immediately it's about vitamin D."



"I didn't realize this is an ad, I don't get what they advertise here."



# A good wellness ad



## 2. Show the package big enough

- ⇒ So that I know what to get from the store
- ⇒ The name and how to use the product
- ⇒ More information in the package
- ⇒ Important especially for young and male consumers

"Here you have cute colours, nice and simple. The package is big enough, so i know what to get in the grocery store."

"The package stands out, because the background is black and white."

"You have to show the package big, because there's so many kinds of products out there. And the main point of the produc in the headline, please."

ATTENTION VALUE %

READING VALUE % of those who noticed the ad



## A. DEPTH INTERVIEWS



81%

43%



# A good wellness ad



75%

59%

"Kids will have their own, and then with small text explanation when and where to use... well this is too small to read."

ATTENTION VALUE %

READING VALUE % of those who noticed the ad

## 3. Concise product info.

- ⇒ For what/ who this product is meant for?
- ⇒ How does it work?
- ⇒ How do you use the product?
- ⇒ The right package size and dose?
- ⇒ Facts, research proof



"This eye is elegant, they show underwater life in the eye, so it tells what for the product is"



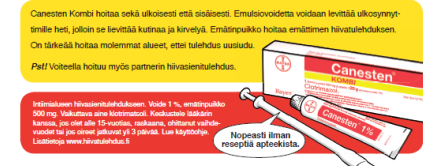
"Everything clear. The headline, the pillboxes, the instructions."

"This small text disgusts me, you can't read it. Should be bigger."

## A. DEPTH INTERVIEWS



Canesten Kombi. 2 hoitotuotetta 1 pakkauksessa. Hiivatulehduksen kokonaisvaltaiseen hoitoon.



"The picture tells comically what for and the text and the package tell how."

# A good wellness ad



86%

## 4. Clear

- ⇒ Simple lay-out
- ⇒ Not too many elements
- ⇒ Big picture, big headline
- ⇒ Adequate product information concisely
- ⇒ Not too much to say!

## A. DEPTH INTERVIEWS



61%

"A catching picture. The headline tells the point and there's some extra information, too, good. The product could be bigger there."

LUKOTIL

### Puhtia treeniin Iron Vital® -rautavalmisteista

**Tunnetko oloni väsyneeksi? Huimaako? Särkeekö pääsi? Tunnetko, että hengityksesi hitaampainen ja suorituskykyysi on laskenut?**

**Iron VITAL F**

**RAUTAVITAMINIKOMPLEKSI**

**Iron Vital F** on rautavalmiste, joka sisältää rautaa, B-vitamiineja, C-vitamiinia ja biotiinia. Se on tarkoitettu urheilijain ja aktiivisten ihmisten ravintolisäksi. Rautavalmiste on välttämätöntä veren punasolujen muodostumisen kannalta. B-vitamiinit ja C-vitamiini edistävät raudan imeytymistä ja biotiini on tärkeä aine, joka vaikuttaa raudan aineenvaihduntaan.

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[www.ironvital.fi](http://www.ironvital.fi)

"Way too much text, I can't read that."

www.ribides.com

## BIOTIINI STRONG HAIR & NAIL

- Ohuille ja hennolle hiuksille
- Lohkeileville ja hauraille kynsille
- Ihon hyvinvointiin

**Sisältää biotiinia 5 mg, metioninia 40 mg, sinkkiä 15 mg**

**Biotiini**

- osallistuu hiuksen ja kynsien rakennusaineen keratiinin muodostukseen
- nopeuttaa hiuksen ja kynnen keratiinin muodostumista
- vahvistaa kynnen ja hiuksen rakennetta

**Metioniini**

- rikkis sisältävä aminohappo
- keratiini tarvitsee rikkii, toimii rikin lähteenä

**Sinkki**

- välttämätön ihosolujen uusitumisessa
- tarvitaan ihon kollageenin ja elastiinin muodostukseen

Myynti: apteekit, terveyskaupat, luontoistuokkaupat ja -osastot

"Here they say immediately what is the product for, and they show the package, and a bit too long text but pretty clear, anyway."

# A good wellness ad

# A. DEPTH INTERVIEWS



## 5. True, no exaggeration

- ⇒ Matter-of-fact appearance
- ⇒ A proved effect
- ⇒ Don't promise too much
- ⇒ Specialist talk, not too much of emotional appeal

59%

"This is good, the headline tells the point and one pill is enough."

"These are not so credible... you can't even recognize it's the same person..."

"You can't promise too much – if they say it's 'easy' I well know it's not easy at all."



74%

62%



79%

47%



"Looks scientific and credible. A correct matter-of-fact text, a bit long and a bit difficult to understand clearly, however."

"Tässä ihminen kertoo miten häneen vaikuttanut... voi se olla tottakin... en tosin itse enää tällä iällä usko tällaisiin..."

# A good wellness ad

## A. DEPTH INTERVIEWS



70%

43%

"Looks natural and healthy, good."

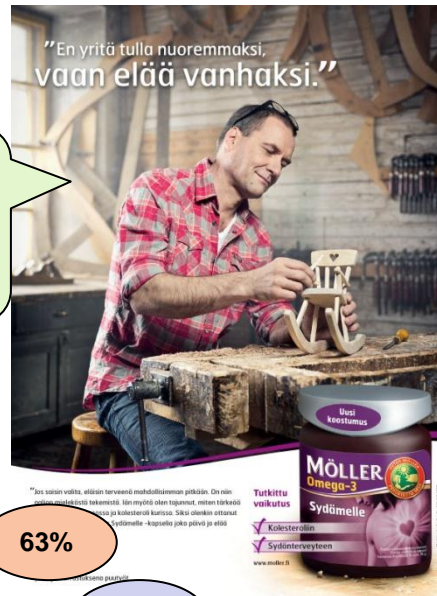
"It's nice to see in this kind of ad somebody doing something else than sports for a change."

ATTENTION VALUE %

READING VALUE % of those who noticed the ad

### 6. Real, not artificial.

- ⇒ Real person, not too model-like is more suitable for wellness products
- ⇒ A real situation, too, is more credible
- ⇒ Don't photoshop so much!



63%

43%

"I like it they are real here, the baby has a messy hair, and the man's hairy arm shows too."

"The woman should not look too perfect, so I can believe in the ad, too, like here."



68%

43%

82% käyttäjistä suosittelen Priorin-kapselien käyttöä.





# A good wellness ad

## A. DEPTH INTERVIEWS



### 7. Suitable colours

- ⇒ Healthy greens
- ⇒ Cheery oranges
- ⇒ Neutral, medicine-like, very light colours
- ⇒ Clinical blue-greens
- ⇒ Clean, fresh, representing health

71%

49%



"I think these kinds of ads should have neutral, discreet colours, nothing too glaring."

"Cheery colours are good for us, especially the vitamin d looks good with orange."

"Natural colours, something healthy... only now the pillbox doesn't stand out from the background..."

58%

70%

43%



# A good wellness ad



## 8. Picture/idea with a story.

- ⇒ Pleasant, sense stimulating picture
- ⇒ Puzzling or irritating idea
- ⇒ Appealing to emotions
- ⇒ A good story is remembered

### A. DEPTH INTERVIEWS



71%

43%



81%

43%

"Adorable baby..."

"Wonderful mystical rowing picture, I would like to be there, too!"



"Well this is dramatic, startling, and looking at the mirror is a good idea... at first I thought this is a start of an article."

"The gun irritates me a bit in this kind of ad, you start thinking about it, and that position, too ... and I don't mean, I mean I do hunting as a hobby, too, but here the gun is provocative..."

86%



71%

63%

# A good wellness ad



57%

45%

"You look and wonder why that grey and why that colourful stripe there, and what does the twig do with the bicycle, but it's stylish and artistic."

"The kettlebell refers to some sport with strength. Now that it is big and red in the middle, it's quite fun, actually."

## 9. Awakes curiosity.

- ⇒ Makes you stop and think what is it about
- ⇒ The point of the idea has to refer to the product, too
- ⇒ Don't hide the product under the idea
- ⇒ If the idea needs consumer's insight to be understood, it is remembered better, too.

## A. DEPTH INTERVIEWS



SELVIÄ VATSANI  
**ÄsO**

Ilpöä neäjänen suomenkielinen väkivästä kätvi ÄsO:sta. Oletko sinä yksi heistä?

MILLÄIN OVI VÄTÄSTÄÄ?	MIEN VÄTÄT FORMI?
<ul style="list-style-type: none"> <li>Arjoitettavat: 1. Käsien ja jalkojen väkivästä</li> <li>2. Käsien ja jalkojen väkivästä</li> <li>3. Käsien ja jalkojen väkivästä</li> </ul>	<ul style="list-style-type: none"> <li>1. Käsien ja jalkojen väkivästä</li> <li>2. Käsien ja jalkojen väkivästä</li> <li>3. Käsien ja jalkojen väkivästä</li> </ul>
<p>Arjoitettavat: 1. Käsien ja jalkojen väkivästä</p> <p>MIEN VÄTÄT FORMI?</p> <ul style="list-style-type: none"> <li>1. Käsien ja jalkojen väkivästä</li> <li>2. Käsien ja jalkojen väkivästä</li> <li>3. Käsien ja jalkojen väkivästä</li> </ul>	<p>MILLÄIN ON VÄTÄT OULU?</p> <ul style="list-style-type: none"> <li>1. Käsien ja jalkojen väkivästä</li> <li>2. Käsien ja jalkojen väkivästä</li> <li>3. Käsien ja jalkojen väkivästä</li> </ul>

Arjoitettavat: 1. Käsien ja jalkojen väkivästä

Arjoitettavat: 1. Käsien ja jalkojen väkivästä

Arjoitettavat: 1. Käsien ja jalkojen väkivästä

61%

"I had to start reading, what the heck is this ÄsO?"



## A good wellness ad

79%

Vahvista hiusuuriasi.  
Vahvista hiustesi kasvua.

38%

82% kätymättä rasvoittuneita Priorin-kapseleita

Priorin-kapselit vahvistavat hiukset uuteen ja terveeseen kasvuun. Kapselit sisältävät Priorin-ainetta, jota on tutkittu erittäin hyvin ja josta on todettu olevan merkittävä vaikutus hiusten kasvuun ja hiusten vahvistamiseen. Priorin-ainetta on tutkittu ja todettu vaikuttavan hiusten kasvuun ja hiusten vahvistamiseen. Priorin-ainetta on tutkittu ja todettu vaikuttavan hiusten kasvuun ja hiusten vahvistamiseen. Priorin-ainetta on tutkittu ja todettu vaikuttavan hiusten kasvuun ja hiusten vahvistamiseen.

## 10. Guaranteed by a familiar brand.

- ⇒ A market leader
- ⇒ Old, familiar from childhood
- ⇒ Advertised a lot
- ⇒ Reliable, safe

"This has been advertised so much... you get the feeling it has to work, too, they couldn't continue like that otherwise..."

"Burana is the 'god' of headache medicines."

"Thjis is fun, you've seen it around on TV so much, too"

"here was Sanasol already when I was a kid..."

"Nykyisin nautin jokaisesta askeleesta"

MOLLER Nivelette

"Möller is an old brand, more reliable than others"

PÄIVÄN PARAS Deehetki

## A. DEPTH INTERVIEWS

aito burana

burana 400 mg

Kutittaako hiivatulehdus ikävästi?

Hoida vaiva heti!

Canesten Kombi. 2 hoitotuotetta 1 pakkauksessa. Hiivatulehduksen kokonaisvaltaiseen hoitoon.

Canesten Kombi hoitaa sekä ukkosen että osinon. Emättövästä voidaan levittää ukkosmyymälälle heti, jotta se leviää kutinaa ja kirvelyä. Emättövästä voidaan levittää hiivatulehduksen. On tärkeää hoitaa molemmat aikeet, ettei tulehdus uusiudu.

Pati ylösteleä hoitaa myös parvurin hiivasienitulehdus.

Hiivatulehduksen hoitoon: Naisille 1%, miehille 2% (500 mg). Sukunsa alle 12-vuotiaat, raskaana, raskausvaihe- vaiheita tai jos on ollut raskaus 3-12 kuukautta. Lue käyttöohje. Lääkettä saa apteekista.

## A bad wellness ad

- You don't understand what's the product.**
- You don't see the package well enough.**

Package has to be big enough in the ad, so that the reader can perceive what kind of product is in question.
- No product information.**

Does not tell how the product works, how you use it.
- Scrappy.**

Too much stuff here and there, you don't understand .
- Promises too much.**

Promises magic recovery, a too easy weight-loss etc.
- Too perfect, false.**

Photoshopped, made too beautiful, not possible in real life
- Bad colours.** Doesn't stand out or looks dirty or dismal.
- Strange idea.** Not suitable for wellness; aggressive or biased
- Doesn't stand out.** Too bland, too small, too average.



**Rei-äiti** on suomalainen meditaatio- ja hengitysopettaja. Hänellä on ollut vuosien kuluessa kymmeniä oppilaita, jotka ovat löytäneet itsensä ja rauhan. Hän on myös kirjoittanut useita kirjoja ja on ollut mukana televisio-ohjelmissa.





## B. Semiotic analysis of advertisements

## B. SEMIOTIC ANALYSIS

# What is semiotic analysis



I Orientoiva

**Orientation level :** What colours communicate, shapes, typographies, rhythm, perspective, scale, sensory impressions and the composition: harmony/contrast in the ad.

II Kertova

**Discursive level :** Everything that tells a story. Setting, characters, heroes, roles, acts, rituals, objects, gestures, reference groups, relations and showing who or what has status.

III Myyttinen

**Mythical level:** What makes an inexplicably strong feeling. What we interpret instantly as good or bad, desirable or not desirable. Myths, symbols, archetypes, stereotypes, universal values, good-bad-dichotomies.

IV Soveltuvuus

**Suitability:** How well this communication suits this industry, branch, product group or brand.

Semiotic analysis studies especially the 'hidden' structures of communication .

## B. SEMIOTIC ANALYSIS

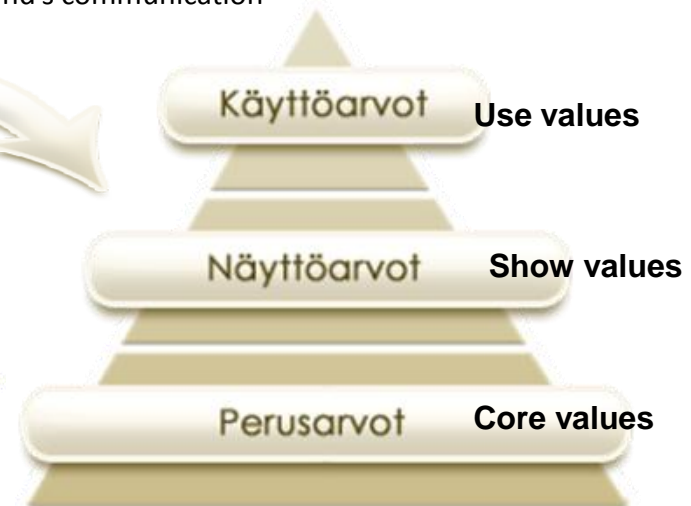
**Semiotic analysis examines the values the advertising communicates.**



**Use values:** The rational and practical benefits the consumer finds in the brand's communication

**Show values:** Emotional values consumer gets from the brand's communication

**Core values:** Ideological benefits the consumer gets from the brand's communication



Advertising is examined, what kind of values it communicates to the reader. The reader's own culture and background influences how he/she interprets advertising and which values he/she supports. However myths are set in us by culture, so that we take for granted the values the myths offer. On the orientation level i.e. the influence of colours is originally physiological, so we react to colours often the same way. On the discursive level the reader has most 'power' to interpret, and many stories are interpreted in different ways depending on the reader's attitude.



# Semiotic analysis of wellness advertising



1. Cool, fresh, 'medicine colours'.
2. Refreshing and healthy 'wellness colours'.
3. Matter-of-fact 'medicine look'.
4. Healthy 'natural look'.
5. Problem solving stories.
- 6a. Myths of medicine and healing.
- 6b. Myths of caring.
7. Myths of well being.
8. Myths of energy.
9. Security messages.
10. Myths of names and terminology.
11. Meaning of brands.

Conclusion.

## Communication of wellness ads



### 1a. Cool, fresh 'medicine colours'

- 'Surgeon green' communicates:
  - ⇒ Clinical, 'laboratory-like'
  - ⇒ Accurate, critical
  - ⇒ Logical, rational
  - ⇒ The surgeon green is the most relieving and reposing colour to the eye, is used in surgery textiles and also as a background colour in monitors

- Bright blue communicates:
  - ⇒ Clean, fresh, cool (water)
  - ⇒ Hopeful, confident (sky)
  - ⇒ Motherly
  - ⇒ Moderate, reliable (as a darker shade)

## B. SEMIOTIC ANALYSIS



# Communication of wellness ads

## B. SEMIOTIC ANALYSIS

### 1b. Cool, fresh 'medicine colours'

- Turquoise communicates:**

- ⇒ Antiseptic, purifying
- ⇒ Cool, fresh
- ⇒ 'Medicine-like'

- Light blue communicates:**

- ⇒ Clean, fresh (water)
- ⇒ Innocent, kind
- ⇒ Hopeful, reliable (sky)

- Violet communicates:**

- ⇒ Deeply purifying
- ⇒ 'Spiritual, religious'
- ⇒ Dark shades: pain, solemnity
- ⇒ Lilac: gentle, 'girlish'



# Communication of wellness ads



## 1c. Cool, fresh 'medicine colours'

- **White as an additional or main colour:**

- ⇒ Clean, pure
- ⇒ Care, taking care of (doctor's coat)
- ⇒ Security, reliability
- ⇒ 'Medicine-like'

- **Red as additional colour:**

- ⇒ Gives effect to the product
- ⇒ Communicates fast and strong impact (pain relief)
- ⇒ Aggressive, irritating, 'striking power'
- ⇒ 'Stop-effect': Look at this!

## B. SEMIOTIC ANALYSIS



LIUKKILS LMK010

### Puhtia treeniin Iron Vital® -rautavalmisteista

Tunnetko ollet väsynyttä? Huuhaako? Särkeeko päätä? Tunnetko, että hengitystäsi helpoimmin ja suorituskykyäsi on laskenut?

**Iron VITAL F**

**Iron Vital®**

**Eva Mäkeläinen**

"Seurasi puhtia treenejäni Iron Vital® -rautavalmisteilla!"

**www.ironvital.fi**

# Communication of wellness ads

## B. SEMIOTIC ANALYSIS



### 2a. Fresh, healthy 'wellness colours'

- **Juicy greens communicate:**
  - ⇒ Natural, organic
  - ⇒ Relaxing (a park, a forest)
  - ⇒ Healthy ('eat green')
  - ⇒ Life, revival, rebirth
- Calming the heartbeat, soothing



- **Light green:**
  - ⇒ New start, growth (sprout)
  - ⇒ Fresh, healthy
  - ⇒ Innocence
  - ⇒ Youth



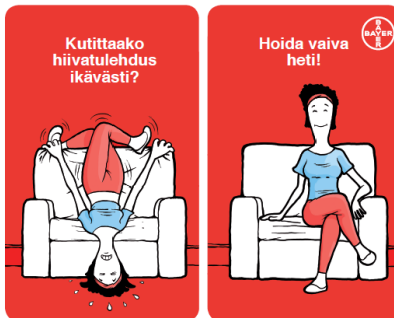
# Communication of wellness ads

## B. SEMIOTIC ANALYSIS

### 2b. Fresh, healthy 'wellness colours'



- **Cheery oranges:**
  - ⇒ Energy, vitality, perkyness
  - ⇒ (Sunlight, oranges)
  - ⇒ Warmth (fire)
  - ⇒ Sociability, laughter
- Stirring up hormones



- **Strong reds:**
  - ⇒ Effect, impact
  - ⇒ Aggressiveness, power
  - ⇒ Hot (fire)
  - ⇒ Spontane, child-like
- Lifting the heartbeat, adrenaline-stimulating



# Communication of wellness ads

## B. SEMIOTIC ANALYSIS

### 2c. Peaceful, natural 'wellness colours'



- **Quieting brownish communicates**

- ⇒ Safe, secure, calming
- ⇒ (land, sand, tree trunk)
- ⇒ Stability
- ⇒ Ordinariness
- ⇒ Naturality (skin, sand)

- **Light greys:**

- ⇒ Soothing, securing
- ⇒ Placidity, predicality
- ⇒ Static
- ⇒ Work, toil
- Grey photo:
- ⇒ Old-fashioned, old times, 'artistic'



# Communication of wellness ads



## 3. Matter-of-fact 'medicine look'

- Matter-of-fact typography (grotesque)
  - ⇒ Logical, rational
  - ⇒ Scientific, accurate, true
  - ⇒ White text is caring, black is efficient
- Matter-of-fact colours
- Matter-of-fact lay-out
- Harmonic, static, expected
  - ⇒ In order, in control
  - ⇒ Safety, reliability
- Matter-of-fact headline:
  - ⇒ Tells how the product works
  - ⇒ Solves consumer's problem

## B. SEMIOTIC ANALYSIS



Technocratic and accurate, economic grotesque font communicates that the text is factual information, 'scientific text'.



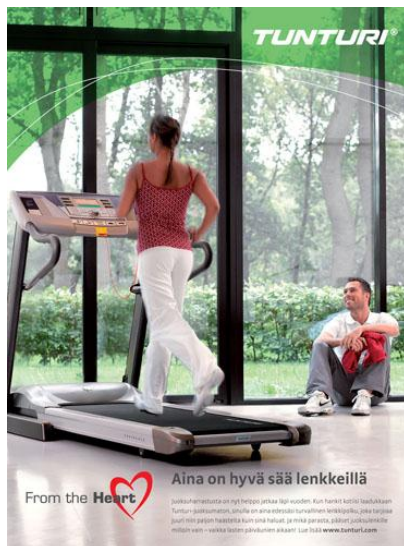


## Communication of wellness ads



### 4. Healthy 'natural look'.

- Natural colours
  - Something organic
  - Nature's shapes (a human being)
  - Nature in the background (beach, trees, sky)
  - Curves and waves in the lay-out
  - Diagonal lines and positions in the lay-out
- ⇒ Living life, vitality, moving, breathing
- ⇒ Sensuality
- ⇒ Well-being from the nature
- A talkative headline:
- ⇒ Contacts the reader
- ⇒ Socializes and talks with the reader
- ⇒ Recommendation from a 'friend':
- ⇒ 'You should try this, too'.



## B. SEMIOTIC ANALYSIS



# Communication of wellness ads



## 5a. Problem-solving stories

- **Before- after –stories**

- ⇒ Before I was not feeling well, but when I started using product X, I became healthy and strong
- ⇒ Now when I'm using product Z, I feel good
- ⇒ In the story the product saves the hero or makes a better quality of life.

⇒ Problem-solving story is baked in the whole theme of well-being: you have to eat/ drink/ use/ do something in order to get better/ healthier than before.

## B. SEMIOTIC ANALYSIS



# Communication of wellness ads

## B. SEMIOTIC ANALYSIS

Helposti eroon hiivatulehduksesta  
Yksi kapseli suun kautta riittää.

Diflucan on tehokas, helppo ja nopea hoito hiivatulehdukseen, nyt apteekista ilman reseptiä.  
www.diflucan.fi

UUTTA! Nyt ilman reseptiä!

Hiivan hoitaa Diflucan®

### 6a. Myths of medicine and healing

- Curing pills
  - Magic potion/wonder medicine, that works wonders in a nick of time
- ⇒ Small, compact shape
- ⇒ Mysterious outlook (capsule, tablet, small bottle etc)
- ⇒ An image of an 'unnatural' immediate effect

Valio Plus<sup>™</sup> maito ja pöytäsiidinkiä runsaasti kalsiumia D-vitamiinia ja proteiinia, jotka edistävät luuston ja lihasten kuntoa. 30 kalaa ja 1000 milligrammaa D-vitamiinia sisältävä Valio Plus<sup>™</sup> maito on täydellinen valinta lapsille ja aikuisille. Nauti oman voimasi ja terveytesi parhaimmillaan.

KOKO PERHEEN VOIMAJUOMAT

LUUSTOLLE JA LIHAKSILLE

MAKSIMISUORITUS VAATII MAXIMIPALAUTUMISEN

Kaisa Mikkäläinen Vuoden urheilija

MAXIM RECOVERY DRINK

Energisyyteni lähde

Luonnollinen tapa pysyä nuorekkaana

RIPPED 100%

100% PROTEIN

Puhdista treeniin Iron Vital® -rautavalmisteista

Iron VITAL F

# Communication of wellness ads

## B. SEMIOTIC ANALYSIS



### 6b. Myths of caring

- Curing/ Healing hands
  - A baby-like condition, sleeping, being held, touched
  - Professional help: doctor, nurse, physiotherapist
- ⇒ The caretaker's care, love, security
- ⇒ Coming back to 'mom's lap', to be safe and resting



Ilmainen aamiaispöytä ja kiva hieronta Naantalin Kylpylän Nauni-voimantuntumassa, viikkokassa pöytä- ja kassassa pöytätoimituksella. Kuumaa vettä aurinko kylvästä ja maustettua pöytätoimituksella.

**Paratiisina Naantalin Kylpylää**  
 alk. 22,40€/h<sup>1</sup>

Suikkaa nautimaan lämpimän höyrysaunan, saunon, saunan ja ohjelmallista kuntoutusta kappeli.

**Restorantti-ruokailu:**  
 Yömyymälästä 05-316 301 98, 3x viikossa  
 Lämpimän kuumen ruokailun lisäksi saatavilla myös aamiaispöytä ja ohjelmallista kuntoutusta, viikkokassa pöytätoimituksella.

Lisätiedot ja varaukset [www.naantali.fi](http://www.naantali.fi) | p. 02 44 55 100 | [info@naantali.fi](mailto:info@naantali.fi)



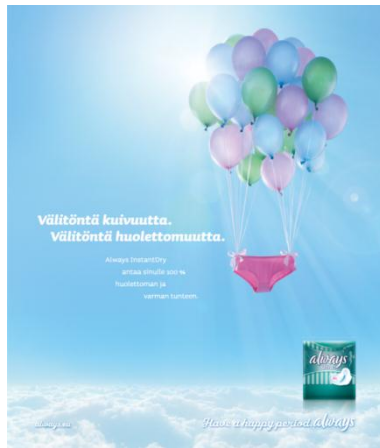
# Communication of wellness ads

## B. SEMIOTIC ANALYSIS

### 7. Myths of well-being

#### Rest, sleeping, relaxation

- Being pampered and taken care of
- Harmony, serenity, emptiness, peace**
- ⇒ Emptiness rests the mind
  - ⇒ Stillness rests the body
  - ⇒ Harmony creates good feeling



# Communication of wellness ads

## B. SEMIOTIC ANALYSIS

### 8. Myths of energy

- **Having strength, energy, joy**
- ⇒ A picture that transmits a similar sense perception: sports, diagonal movement, action
- ⇒ A story that tells an energetic story
- ⇒ The reader gets energy by identifying with and picturing himself in the same situation



## Communication of wellness ads

## B. SEMIOTIC ANALYSIS



### 9. Safety messages

**White colour** gives a strong security message in the product and packaging (doctor, nurse, neutral)

**Static peaceful lay-out** strengthens the feeling of control and security in the reader

**A familiar, seen before theme or realization** creates feeling of safety

**Not many elements** in the ad makes the subject easier and more secure

**Caring myths** like child, baby, nurse, mother, doctor, caring hands, touch, lap, sleeping etc.



## 10. Myths of names and terminology

### Foreign, 'lmedical', hard to pronounce names

Diflucan, Vagisan, Posivil Zink, Salvequick, Biotiini Strong, Esberitox, Canesten, Scholl, Voltaren Emulgel, Bio-Qinon Q10, Iron Vital F , Actimel, Cranberry Cure, Bepanthen Anti-Exem, Priorin, Ripped Burn, Maxim Recovery Drink

Niacin, riboflavin, flavonoi, protein, low-carb

⇒ Word magic, 'spells of the medicine man', secret codes, magic words, abracadabra

⇒ Difficult pronunciation communicates the 'high technology' and specialty of the product

### Phonetically flowing, pleasant, 'hale' names

Elivo, Sanasol, Devisol, Vivisan, Valio Plus,

⇒ Soft , musical phonetics communicate easiness, good feeling and relief

Finnish names stand out as earthy and easy => Punariisi, Aurinko D, Rela





### 11. Meaning of brands

Brand is the strongest guarantee of quality.

Visually strong brand communicates a lot merely with its appearance

- ⇒ Burana
- ⇒ Stadium
- ⇒ Always

A strong brand carries with it a mythical story,

that has been repeated enough to become a generally accepted truth.

- ⇒ Möller cod liver oil is "the one and only, tastes bad but works"
- ⇒ Salvequick "the only band-aid that sticks"
- ⇒ Sana-Sol "Familiar from childhood"
- ⇒ Burana "The only headache pill that works for me"



## Communication of wellness ads

Semiotic-qualitative research on  
wellness advertising 2012



## Conclusions.



1. **Product is no. 1.**  
What is it, how it works, how you use it.
2. **Package has to stand out.**
3. **Problem-solving is the key story.**
4. **Don't promise too much.**
5. **Appearance that radiates health and well-being.**
6. **Clear and harmonic.**
7. **Myths of curing and caring.**
8. **Show the brand.**

Luumittomien paakalohko-  
vähedevosten intimitähdin.  
Apteekista ilman reseptiä.

# Dvestin<sup>®</sup>

LUUMITTOIMINEN  
PAAKALOHKO-  
VÄHEDEVOSTE  
Dvestin<sup>®</sup>  
Dvestin<sup>®</sup>

MSD

**PLUS**

## KOKO PERHEEN VOIMAJUOMAT

LUOSTALIA JA LIHAKSILLE

Espanjan freemoveitot  
Naantalissa Kyivissä  
2.-31.3.2012

# VIVA NAANTALI!

Naantali SPA

## NAUTI KAURAN HYÖDYISTÄ

UUTUUS!

OATLY

UUTUUS

Always Proflex<sup>®</sup> tamponit

## Lasten oma burana<sup>®</sup>

20 mg/ml

burana

**Bepanthen<sup>®</sup> Eye**

Syiväkosetusta kuiville, ärtymäille ja väsymyiselle silmille.  
Lilava joka kerta massiivisesti kuivaa silmiäsi, jonka vuoksi silmäsi ovat  
punat, raakaa ja kirkas kirkas silmäsi, kutina tai silmien välikäsi.  
Bepanthen Eye silmätipat rauhoittavat välittömästi.  
Silmäsi saavat levätä ja ne pysyvät kosteina pitkään. Käyttöohjeita ei ole tarpeen.  
Silmä voi turvotella usein käytettä Bepanthen Eye silmätippoja myrkyllisten  
hormonien ja silmä tunne turvotusta. Lue lisää [www.bepanthen.fi](http://www.bepanthen.fi)

We wish the best  
well-being for your  
advertising!

Valores Consult  
[www.vaulanorrena.com](http://www.vaulanorrena.com)

HEMMOTTUJA JA  
HYVÄÄ OLOA NAANTALISTA

NAANTALI SPA

"Nykyisin nautin  
jokaisesta askeleesta"

MOLLER'S MALT

Elinvoimaisten hiusten puolesta.

UUTUUS!

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VAIN APTEEKISTA • [www.elivo.fi](http://www.elivo.fi) • Elivo 5 vuotta!

Puhtia treeniin Iron Vital<sup>®</sup> -rautavalmisteista

Tuoreita eläinvalkeita!  
Rautaa!  
Sisäisiä pääsiäisiä!  
Terveystuote, joka vahvistaa  
luustoa ja suorituskykyä  
-ni lausua!

Iron  
VITAL F

PÄIVÄN PARAS  
Deehetti

Deehetti

aikakausmedia