

## ENGLISH SUMMARY

### The Image of Scent. On Image Communication in the World of Perfume Advertising

This study evolves around advertising and image communication, especially concerning the image of scent, as in perfume. The main focus is the role of images in perfume advertisements, and the interactions between the image, the text and the perfume name are studied.

The image of scent is discussed from the perspective of how fragrance is depicted in advertising, historically as well as today. Since the product itself, the scent, is invisible, the marketing has to communicate through metaphors. The advertisement has to depict the desired effect of the scent, rather than the scent itself, as the only visible object is the bottle. The study also explores the connection between consumption and status, and discusses image strategies that are used to enhance product status in the examined advertisements.

The theoretical part of the study deals with *scent*, as in perfume, and *image*, as in advertisements. In the first part, the cultural history of perfume, fragrance production and the connection between perfume industry and fashion industry are discussed, including the financial factors that influence perfume marketing and advertising. Most big fashion houses also sell perfume under their own name. In reality, the designer fragrances are necessary sources of income to finance the less profitable but more prestigious production of clothes; hence, the importance of perfume to the fashion industry and the considerable amount of money that is spent on perfume marketing.

The second part of the study deals with image communication and the role of images in advertising. This is also the empirical part of the study and it is based on perfume advertising during the twentieth century (1900–2000) and a closer analysis of the images in contemporary perfume advertisements from 2000–2005. Perfume advertisements in *Vogue* magazine, from the American, French and British editions are studied. Perfume advertising is international, at least in the western

world, and most of the contemporary advertisements run in all the big international magazines. *Vogue* magazine was chosen since it had readers that were the target group for luxury products all from the start, the US edition 1892. The British edition started in 1916, and the French in 1920. Around 1920, when the view of make-up and perfumes as beauty products changes after the first World War, perfume advertising starts to become more frequent. Before the war, perfumes were rarely used as personal scents, and they were seldom advertised in magazines in the early twentieth century. After the war, the pattern changed. Women would then wear make-up and perfume in public, and perfume advertising started to appear in magazines on a regular basis.

The study consists of a historical overview of perfume advertising 1900–2000, where the American, French and British editions are compared from 1920 and onwards. This is followed by a study of contemporary perfume advertising (2000–2005) where the motifs and the communicated values are identified. The study is also an inventory of main theories concerning the function of perfume both on a psychological level as well as in a social cultural context.

The motif and the message in the images are analysed, together with their interaction with the text and the fragrance name, as well as the brand, in the advertisements. The aim is to map out contemporary advertising imagery, viewed in relation to an historical background, and study in what ways the image of scent may present itself today, and how it has changed since the beginning of the 20th century. The differences between the communicated message and the “true” characteristics of the advertised product (the scent itself), as they appear in perfume criticism and systematic scent systems, are examined. Based on this material, images and their role as means of communication in general as well as communicators of values and unspoken dreams or promises in perfume advertisements, are discussed.