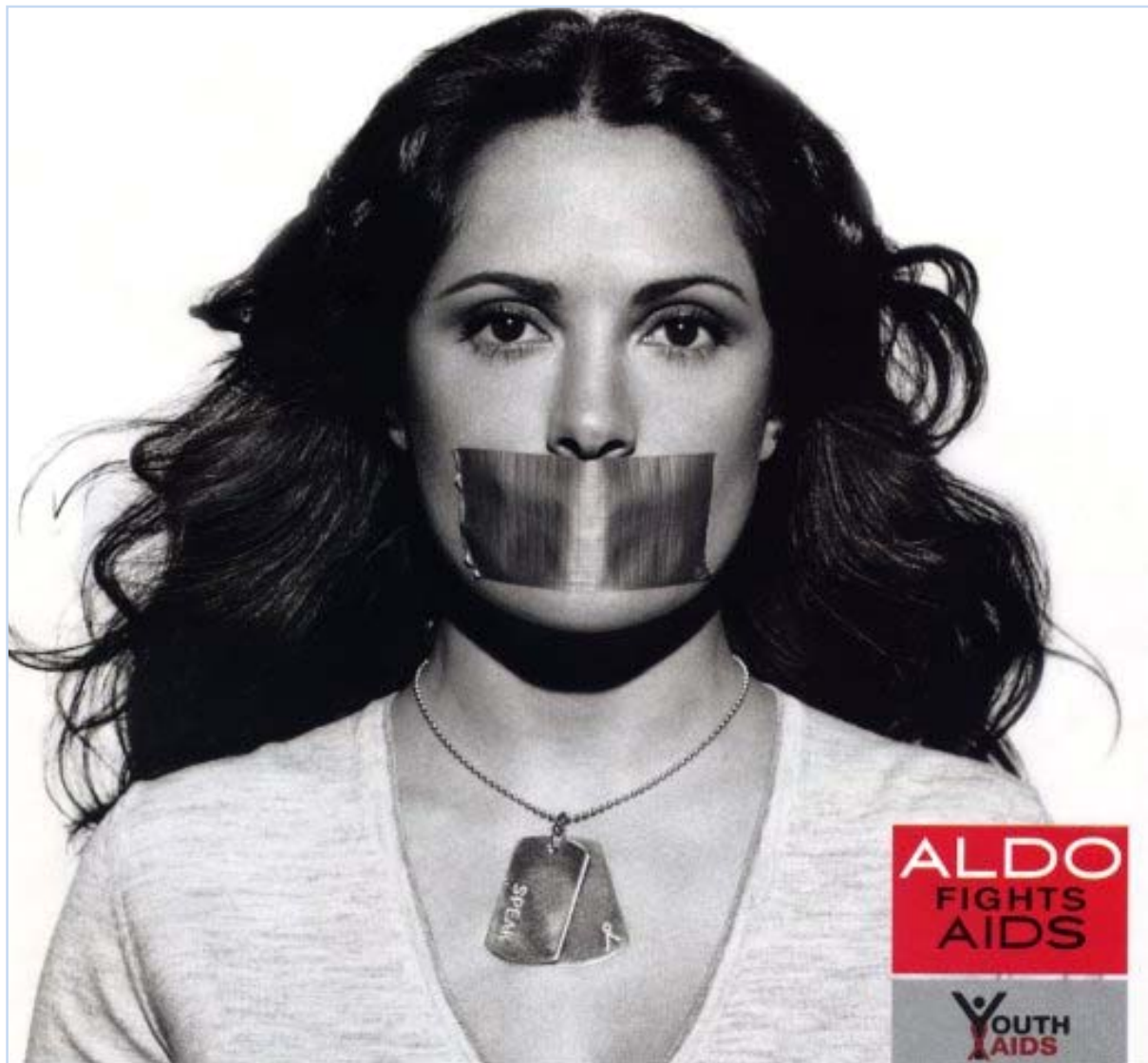


ADVERT ANALYSIS: ALDO FIGHTS AIDS



SPEAK NO EVIL?

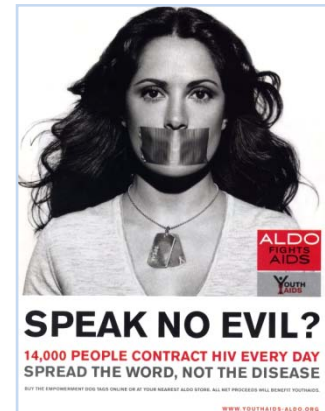
14,000 PEOPLE CONTRACT HIV EVERY DAY
SPREAD THE WORD, NOT THE DISEASE

BUY THE EMPOWERMENT DOG TAGS ONLINE OR AT YOUR NEAREST ALDO STORE. ALL NET PROCEEDS WILL BENEFIT YOUTHAIDS.

WWW.YOUTHAIDS-ALDO.ORG

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This ad is part of a campaign from ALDO, the high-quality fashion footwear, leather goods and accessories manufacturer. ALDO started supporting Youth AIDS, a cause against AIDS, in 1985. Now, it creates and sells products transmitting the message “ALDO fights AIDS”, repeated on this advert.



USUAL ELEMENTS

LOGO AND SLOGAN



ALDO always uses the same logo and slogan for all its ads, in aim to ensure that people will automatically think “It’s an ad from ALDO” without having to think about it. The logo of the supported mission is also present: Youth AIDS. The logos allow ALDO to be recognized fast, so that people attached to the cause will be more inclined to buy its goods and services.

VISUAL IDENTITY

In these series of posters, each ad only uses pre-defined colors: black, red, and grey for the portrait. Once more, the restricted range of colors guarantees a better visual impact on people. Taking a quick look at the advert often enables people to associate it with ALDO with no extended thinking. On top of that, the text is written in precise fonts which don’t change from an ad to another.

CONTENT

MESSAGE

First, in this ad, we have to highlight the central message written using a large black font. The form of the message makes it more readable and this way it catches the attention faster. The central text is located just under Salma Hayek’s portrait and it says “Speak no evil”. The verb is conjugated in the imperative tense in order to have a stronger effect on people who read it.

Under the central message, some details are written. AIDS figures are quoted, then a second verb conjugated in the imperative gives people a precise indication on how ALDO thinks they should act in view of this situation. “Spread the word, not the disease” explains that by talking about AIDS, you won’t do anything wrong but just help in the fight. It would be better to talk about AIDS rather than transmitting it or contracting it without having taken care of it before.

Then, ALDO needs to sell its products to be able to financially back AIDS fighting. That is why they give information on how to help: people should go to the nearest store or on the website and buy some official “ALDO fights AIDS” products. The address of the website is mentioned at the end of the page, in red: www.youthaids-aldo.org.

PICTURE



The actual campaign from ALDO is made up of different posters, each one using a portrait of a star. The one we've chosen to study is starring Salma Hayek, a Mexican actress, director and film producer. By putting famous people on its ads, ALDO applies the marketing principle that suggests people will copy the action and buy the product if it is presented to them by some kind of model in their minds.

TARGET

Mainly people that could be affected by AIDS are targeted by this advert. Indeed, ALDO talks about a subject only people aged from 13 and more would know. Mostly adults, and to an extent teenagers, can be involved in this cause, since they often have sexual practices. People from the whole social ladder and from any culture would understand the advert if they took a peek at this advert.

INSPIRATION: THE "NO EVIL" PHRASE

The central message is part of a common expression: "See no evil, hear no evil, speak no evil". These words are typically associated with a religious symbol from the 17th century. However, it may also have come to Japan with a Tendai-Buddhist legend from China, in the 8th century. Besides the origin of these words, we know that the maxim refers to a set of three monkeys: one covering his eyes, one covering his ears, and the other covering his mouth. They are usually called the Three Wise Monkeys. The "no evil" maxim is very pictorial and takes the message to a visual level. People often think about the Three Wise Monkeys when they read such a sentence.

We usually use this expression to talk about someone who doesn't want to be implicated in some situation. As far as this ad is concerned, we can conclude that people in general tend not to think about AIDS enough, which is prejudicial to life and health. Indeed, people know AIDS and HIV but this campaign tries to remind us that some people are dying because of the STD (sexually transmitted disease).



CONCLUSION

In a bunch of words, with this campaign, ALDO draws people's attention to a widely acknowledged STD that humans have been fighting for 25 years. The simple visual identity and repeated structure of the ads, combined with the pictorial maxim referring to the Three Wise Monkey, and completed with a star picture is the solution that ALDO selected to stand out between the multiple ads people see every day. We can suppose that this idea will help ALDO in its cause by attracting people to its stores or website. Though, we can wonder if the posters of this campaign will be strong enough to make people buy the "ALDO fights AIDS" products: ALDO needs to raise funds to help in fighting AIDS. However, the campaign may still bring ALDO a good image in society, which can be beneficial for sales.