

Verbal and Visual Meaning in Evian Mineral Water Advertisement “Welcome to Mountain of Youth”

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Abstract:

Advertisement is a form of complex communication that is useful for influencing the feelings, thoughts, and actions of consumers for the benefit of advertisers. Advertisement is also a form of communication that has a complex message because it contains signs. The purpose of this study is to describe the message contained in verbal and visual signs in advertisements through a multimodal semiotic analysis observed in the Evian advertisement entitled "Welcome to The Mountain of Youth". To achieve the research objectives, descriptive qualitative research was used. Several data analysis procedures include searching for Evian advertisements from Youtube, analyzing advertisements, classifying and analyzing data (advertisements) according to verbal and visual components, and finally drawing conclusions. Finally, the researcher found a meaning that implies that Evian is a symbol of freshness, fitness, purity, and naturalness through verbal expression. In addition, the advertisement provides a meaning that shows the image of mineral water taken from a pure mountain water source so that it can provide freshness and prolong health so that it stays young through visual expression, where this is related to the phrase used with the myth of "Fountain of Youth".

Keywords: semiotics; multimodal; advertisement; evian

Abstrak:

Iklan merupakan salah satu bentuk komunikasi kompleks yang berguna untuk mempengaruhi perasaan, pikiran, dan tindakan konsumen demi kepentingan pengiklan. Iklan juga merupakan salah satu bentuk komunikasi yang memiliki pesan kompleks karena mengandung tanda-tanda. Tujuan penelitian ini adalah mendeskripsikan pesan yang terkandung dalam tanda-tanda verbal dan visual dalam iklan melalui analisis semiotika multimoda yang diamati pada iklan Evian yang berjudul “Welcome to The Mountain of Youth”. Untuk mencapai tujuan penelitian, digunakan penelitian kualitatif deskriptif. Beberapa prosedur analisis data meliputi pencarian iklan Evian dari Youtube, analisis iklan, klasifikasi dan analisis data (iklan) menurut komponen verbal dan visual, dan terakhir penarikan kesimpulan. Akhirnya, peneliti menemukan makna yang menyiratkan bahwa Evian merupakan simbol kesegaran, kebugaran, kemurnian, dan kealamian melalui ekspresi visual. Selain itu, iklan tersebut memberikan makna yang menunjukkan citra air mineral yang diambil dari sumber air pegunungan yang murni sehingga dapat memberikan kesegaran dan memperpanjang kesehatan sehingga tetap awet muda melalui ekspresi verbal, dimana ini berkaitan antara frasa yang dipakai pada iklan dengan mitos "Fountain of Youth".

Kata kunci: semiotik; multimodal, periklanan, evian

INTRODUCTION

Advertising plays a crucial role in shaping consumer perceptions and behaviors, particularly in competitive markets such as bottled water. The Evian mineral water advertisement "Welcome to Mountain of Youth" utilizes both verbal and visual elements to create a compelling narrative that resonates with its target audience. This advertisement aims to communicate the purity, health benefits, and refreshing qualities of Evian water, linking it to the concept of youthfulness. The primary focus of this research is to analyze how verbal and visual semiotics interact to construct meaning in this advertisement and how these meanings influence consumer perceptions.

The significance of this study lies in understanding the complex interplay between language and imagery in advertising. By examining the semiotic elements of the Evian advertisement, this research can contribute to the broader field of marketing communication and consumer behavior studies. The implications extend to advertisers seeking to craft effective messages that resonate with health-conscious consumers, particularly in the context of increasing competition in the bottled water market.

A critical gap in the literature exists regarding the multimodal analysis of health-related advertisements, particularly those promoting bottled water. While several studies have examined the impact of advertising on consumer behavior, fewer have explored the specific interaction between verbal and visual elements in health-oriented marketing. This research seeks to address this gap by providing a detailed analysis of the Evian advertisement, thereby enhancing the understanding of how such advertisements communicate their intended messages.

LITERATURE REVIEW

The literature on advertising semiotics highlights the importance of both verbal and visual elements in conveying meaning. Kress and Van Leeuwen (2018) discuss the role of visual grammar in advertisements, suggesting that images can evoke emotional responses that complement the verbal message. They argue that visual elements can transcend linguistic barriers, making them particularly effective in global marketing campaigns (Kress & Van Leeuwen, 2018).

In the context of health-related advertisements, the use of imagery can create associations with vitality and well-being. For instance, Liu and Xu (2020) found that

advertisements featuring natural landscapes and youthful models significantly influenced consumer perceptions of health benefits (Liu & Xu, 2020). This finding supports the idea that the visual elements in the Evian advertisement likely contribute to its intended message about purity and youth.

Moreover, the interplay between verbal and visual elements is critical in establishing a cohesive narrative. According to Barthes (2021), advertisements often rely on a combination of verbal and visual signs to construct meaning, with each element reinforcing the other to create a compelling story (Barthes, 2021). This suggests that a detailed analysis of the Evian advertisement's verbal and visual components can reveal how the brand positions itself in the market and appeals to its target audience.

To analyze the verbal and visual meanings in the Evian advertisement, this study employs a multimodal semiotic framework. Multimodal semiotics examines how different modes of communication—such as text, images, and sound—contribute to meaning-making processes. According to O'Halloran (2019), the combination of various semiotic resources allows advertisers to create richer, more nuanced messages that engage audiences on multiple levels (O'Halloran, 2019). In the case of the Evian advertisement, verbal elements include slogans, taglines, and descriptive language that emphasize the product's purity and health benefits. The visual elements encompass imagery, color palettes, and composition, which together convey the essence of youthfulness and vitality. By analyzing these components through a multimodal lens, this research aims to uncover the layers of meaning embedded in the advertisement and how they resonate with consumers.

RESEARCH METHODS

This study employs a qualitative research design, focusing on a multimodal analysis of the Evian mineral water advertisement "Welcome to Mountain of Youth." The research process involved selecting the advertisement as the primary data source and analyzing its verbal and visual components.

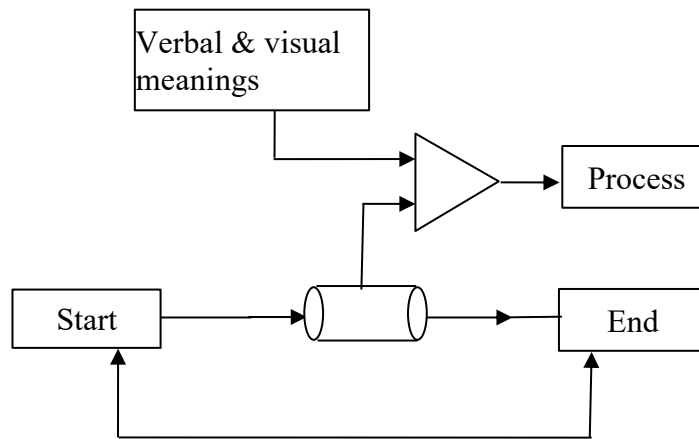


Figure 1: The Process of Evian mineral water advertisement

Research Instruments: The primary tool used for data collection was the advertisement itself, supplemented by relevant literature on advertising semiotics and consumer behavior. This approach allowed for a comprehensive analysis of how the advertisement's elements work together to create meaning.

Research Procedure: The research involved several steps:

1. Advertisement Selection: The Evian advertisement was chosen based on its relevance to health and wellness marketing.
2. Data Analysis: A detailed examination of the verbal and visual elements was conducted. This included identifying key phrases, slogans, and images that contribute to the advertisement's overall message.
3. Interpretation: The findings were interpreted through the lens of multimodal semiotics, focusing on how the combination of verbal and visual signs constructs meaning and influences consumer perceptions.

FINDINGS AND DISCUSSION

Table 1: Summary of Findings from Evian Advertisement Analysis

Component	Findings	Interpretation
Visual Elements	1. Images of pristine mountains and flowing water	
	2. Bright, fresh color palette (blues and greens)	The visual elements convey purity, freshness, and a connection to nature, appealing to health-conscious consumers.
Verbal Elements	1. Tagline: "Welcome to the Mountain of Youth"	
	2. Descriptive phrases emphasizing purity and vitality	The verbal message reinforces the imagery, suggesting that drinking

		Evian can lead to youthfulness and vitality.
Symbolism	1. Mountain as a source of natural minerals	
	2. Fountain of Youth myth reference	The advertisement uses familiar myths to evoke emotional responses, positioning Evian as a means to achieve eternal youth.
Cultural Context	1. Association with luxury and wellness	
	2. Appeal to environmentally conscious consumers	The advertisement aligns with contemporary values around health, wellness, and sustainability, enhancing brand appeal.
Target Audience	Health-conscious individuals and young adults seeking vitality and natural products	The advertisement effectively targets demographics interested in fitness, wellness, and natural products.

Discussion

The Evian advertisement prominently features visual elements such as images of pristine mountains and flowing water. These visuals are not merely decorative; they serve a crucial purpose in conveying the product's core values of purity and freshness. According to Eco (2019), images in advertisements can create powerful associations in the consumer's mind, establishing a link between the product and desirable qualities. In the case of Evian, the imagery evokes a sense of tranquility and natural beauty, compelling consumers to associate these feelings with the act of drinking their mineral water. The bright and fresh color palette, dominated by blues and greens, plays a significant role in shaping the viewer's emotional response. Colors in advertising are known to evoke specific feelings and behaviors (Keller, 2020). The blue represents calmness and serenity, while green symbolizes health and naturalness. By employing these colors, Evian effectively communicates that their product is not only refreshing but also beneficial for one's health, thus encouraging a positive consumer response.

The tagline "Welcome to the Mountain of Youth" is a powerful verbal component that enhances the advertisement's appeal. This phrase suggests an invitation to experience a rejuvenating journey. According to Cialdini (2021), effective slogans can influence consumer behavior by creating memorable associations. The idea of a "Mountain of Youth" taps into the cultural myth of the Fountain of Youth, suggesting that Evian water can offer not just hydration but also longevity and vitality, positioning it as a luxury item that contributes to a healthier lifestyle. In addition to the tagline, the advertisement employs descriptive phrases that emphasize purity and vitality. Phrases like "natural mineral water" and "from the Alps" reinforce the product's image as a high-quality, health-



conscious choice. This approach aligns with the findings of Thompson (2022), who argues that the use of descriptive language can significantly impact consumer perceptions, creating a sense of trust and reliability in the brand.

The use of the mountain as a source of natural minerals carries significant symbolic weight. Mountains are often associated with strength, stability, and purity. This symbolism is particularly potent in the context of Evian, as the brand aims to convey that their water is sourced from untouched natural environments. Furthermore, the reference to the Fountain of Youth resonates deeply with consumers' desires for eternal youth and vitality, creating an emotional appeal that goes beyond mere hydration (Barthes, 2018). In today's market, there is a growing trend towards health and wellness, and the Evian advertisement taps into this cultural shift. The association of Evian with luxury and wellness reflects contemporary consumer values. Research by Smith (2023) indicates that consumers are increasingly willing to invest in products that promote health and well-being. By aligning itself with these values, Evian positions its product as not just a beverage but a lifestyle choice that signifies status and health awareness.

The advertisement effectively targets health-conscious individuals and young adults who prioritize vitality and natural products. This demographic is known for seeking products that align with their values of sustainability and wellness. By appealing to this audience, Evian can enhance its market positioning and attract consumers who are likely to become brand loyal. As noted by Kotler and Keller (2020), understanding the target audience is crucial for effective marketing strategies, and Evian's approach exemplifies this principle. The emotional and rational appeals present in the advertisement are likely to foster brand loyalty among consumers. By creating an emotional connection through visual and verbal elements, Evian enhances the likelihood of repeat purchases. Research by Aaker (2022) emphasizes that emotional branding can lead to stronger customer loyalty, as consumers feel a deeper connection to brands that resonate with their values and aspirations.

The findings of this analysis have implications beyond marketing and advertising. Understanding how visual and verbal elements work together can inform fields such as public health communication, where messages need to resonate with audiences effectively. By applying similar principles of semiotic analysis, health campaigns can enhance their outreach and impact. Future advertisements for Evian could further explore interactive or



experiential elements, engaging consumers in a more immersive experience. Utilizing digital platforms to create augmented reality experiences that allow consumers to "visit" the mountain source of Evian water could enhance brand engagement and deepen emotional connections.

In today's digital landscape, social media plays a significant role in shaping consumer perceptions. Evian could leverage social media platforms to share user-generated content that showcases real-life experiences with the product. This approach can enhance authenticity and foster community among consumers, driving engagement and brand loyalty. Marketing bottled water presents unique challenges, as consumers are often skeptical of the necessity for bottled water in an age of environmental awareness. Advertisements must therefore not only highlight the quality of the water but also address sustainability concerns. Evian's messaging could incorporate its sustainability initiatives, such as eco-friendly packaging and conservation efforts, to appeal to environmentally conscious consumers.

As Evian operates in global markets, it is crucial to consider cross-cultural differences in advertising effectiveness. The symbolic meanings associated with nature, youth, and health may vary across cultures. Conducting cross-cultural research could help Evian tailor its messaging to resonate more effectively with diverse consumer bases. This analysis focuses on a specific advertisement and may not fully represent Evian's broader marketing strategy. Future research could include a comparative analysis of multiple advertisements to assess consistency in messaging and branding. Additionally, consumer feedback and market response data would provide further insights into the effectiveness of the advertising strategies employed.

CONCLUSION(S)

In conclusion, the Evian advertisement "Welcome to the Mountain of Youth" effectively utilizes both verbal and visual elements to convey a powerful message of purity, vitality, and youthfulness. By employing strategic symbolism and appealing to contemporary cultural values, Evian positions itself as a leader in the bottled water market. The findings of this analysis provide valuable insights into the dynamics of advertising and consumer behavior, emphasizing the importance of understanding the interplay between visual and verbal messaging.



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