GREEN FOR WHOM?

Notes on deconstruction of advert

Language on bottle:

FIJI – suggests a physically green island, all caps – bit shouty?

Earth – Green and natural

Water – Sustains life, is pure, is natural

Imagery on bottle

Tropical flower – nature, tropical, exotic, pink = feminine

Blue gradient background – nature, pure, clean, blue = trustworthy

Blue lid – at odds to packaging? Looks cheap and typical of a water bottle?

Clear water – transparency, trust

Shape of bottle

Square bottle – trademarked?

Round lid – feels contradictory

Imagery in advert

Within the bottle is colour, outside the bottle is blues/greys

Within

Green land

Blue skies

Sunshine

Sea

Sand

Butterfly

Mountains

Spit on beach

Clear sea and sky

ALL signifiers of – purity, natural, nature, sun, calm, no people, clean, happiness, freedom, relaxed

Out

Cityscape

Smog

Blurred

Highrise

Helicopter

Motorway

Cars

Pollution

ALL signifiers of pollution, man, concrete, manmade, energy using, claustrophobic, misery

Static v movement

Traffic light to sun

Motorway to beach

Crowded beach to empty beach

Bridge arch to rainbow

Highrise buildings to mountains

Industrial chimneys to mountain

Park in city to lagoon

Indiustrial landscape to countryside

Carrier bag to leaves

Train tunnel to valley

Helicopter to butterfly

Motorway to spit

Aeroplane to bird

Sound

Music:

Choral tribal chant – indicative of local Fijian music – authenticity, part of the local culture

Narration with childs voice – innocence, child like wonder, trustworthy

Narration of advert:

Fiji **water** is a gift from **nature** to us

To repay our gift of leaving it completely alone

Bottled at the **source**

Untouched by man

Its **Earth’s** finest **water**

Narration of advert:

Fiji water is a **gift** from nature to us

To **repay** our **gift** of **leaving** it completely alone

**Bottled** at the source

Untouched by **man**

Its Earth’s **finest** water

Green for whom?

Systems and networks connected to campaign?

Advertising agency:

fees, work in buildings like the one in the ad, soundtrack, copywriters, film crew, CGI (probably outsourced to CGI company), voice over, graphics, stock footage – Stock footage companies

Marketing department: At Fiji where is their office? Facilities? Salaries? How many?

Media distribution: Booking air time, supporting TV by paying to be on in the ads of a programme that uses energy. Perpetuates the use of TV, computers.

Complex inter-relationships of scale

Individual:

Community: Fijian community impact of industrial plant. Lack of clean water locally but they take the water and send it all over the world.

Local: Fijian town and surrounding area that sustain increased pollution (factory), deforestation (building of factory), distribution (lorries, ships, pollution, people, roads)

Global: Plastic from China to Fiji. Product from Fiji to US / UK. Plastic waste from bottles and more importantly caps. Energy needed to recycle. Plastics that ‘blow’ away during recycling process. Do they use their own recycled plastic in the first place?

Land: Factory sits on land. Digging into the land. Taking the water from locals.

Materials: Plastic, machinery, lorries, people, cars, live locally, import, export.

People: Health of pollution locally and globally. Health of toll of implant on indigenous island. Use the local community to sell product but don’t actually care for them – water. Do create jobs?

Contradictions of campaign:

|  |  |
| --- | --- |
| Natural product | Sell in plastic bottle  Trademark bottle shape and name of country |
| Untouched by man | Plastic, Shipping, Distribution, Selling, Drinking all touched by man |
| Earth’s finest water | How can they make this claim? |
| Double electrolytes | Chk water info |
| Double anything else that is bad? | Chloride |
| Ph 7.7 perfect | ? |
| 100% Recyclable | Only 2 of the 5 bottles are and are only 70% of produce. No caps recyclable |
| You don’t create the finest water on the planet. You discover it | But then you extract it and sell it? Is it yours to sell? |

Earths finest trademarked not Earths finest water 2015

<https://trademarks.justia.com/867/94/earth-s-86794946.html>

<https://e360.yale.edu/digest/clouds-microplastics-climate>

Microplastics in clouds over Mount Fuji

https://www.fijiwater.co.uk/