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Week 3 Written Assignment: Victoria’s Secret, Billboard and Email

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**Abstract**

This paper discusses Victoria’s Secret’s “one thing” which will be represented by Power Point slides on the following two ads which will include: (1) a billboard for Victoria’s Secret’s and (2) a graphic email for Victoria’s Secret.

**Victoria’s Secret’s Billboard**

The billboard for Victoria’s Secret’s displays a beautiful, plus sized woman laying down on white lacy bedding. She is wearing a sexy black and purple bra and panty set. The headline reads: Sexy Starts Here, in the top left corner of the billboard. Victoria’s Secret logo is in the bottom right corner of the billboard. Victoria’s Secret has always been and will, most likely, be all about being sexy. So the headline is definitely suits the brand name. What is different and exciting about the billboard is, is that most people associate Victoria’s Secret with thinner, more well known models. So to have an unknown model and a plus sized one, at that, displayed on a billboard for Victoria’s Secret will most likely get the attention Victoria’s Secret is looking for. How often do you see a plus sized model, in lingerie displayed on a billboard? Hardly ever to never. This is the change that Victoria’s Secret desires though: to have plus sized models in their advertisements. While the billboards copy does not state anywhere that “Sexiness, confidence, beauty, and one’s self-worth isn’t defined by a woman’s size”, it’s certainly implied. The plus sized model looks confident in the ad. She is looking directly at the camera. She is not trying to hide or cover up her body in any way. Instead, she is tastefully displaying it for all who drive by. She looks sexy in the sexy lingerie, lying down, with her long, shiny, brunette hair cascading down the side of her face. Her self-worth is not in the way she looks or the size of her body.

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She looks completely at ease and confident with who she is and who she is modeling for. A brand name many women would jump at the chance to model for. She is a wonderful example of what Victoria’s Secret is trying to achieve: having plus size models in their advertisements and having additional sizes for plus sized women.

**Victoria’s Secret’s Email**

Victoria’s Secret graphic email slide begins with the subject line, which reads: Victoria’s Secret is for Every Woman. Then below the subject headline is the actual graphic email. The top left corner displays the Victoria’s Secret logo and directly below it is the copy for the email: “Now Victoria’s Secret is Sexier than ever with additional sizes for more women! Come visit on of our many locations or check out our website to see the sexy changes Victoria’s Secret is making! Victoria’s Secret is for *every* Woman!” Then there are four images of beautiful models. Three are actually plus sized models and one is of Marissa Miller, who is a current Victoria’s Secret model. Below the photos are two hyperlinks for a Store Locator and the official Victoria’s Secret website. Below that information is the boiler plate, where the “unsubscribe” link is highlighted in a pink shade.

The copy of the graphic email stays true to what the Creative Brief presented in the previous class. Victoria’s Secret wants to branch out to the plus size population in sizes and with their advertisements. If a customer received this email and clicked on the website link or physically went to a Victoria’s Secret store they would see plus size models in their advertisements on the walls and plus sized clothing and lingerie in the store. The website would display plus sized models in Victoria’s Secret lingerie and clothing. The graphic email is a mini

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example of the change customers can expect to see when they shop Victoria’s Secret from now on. Victoria’s Secret desires to branch out to more women of every shape and size and this graphic email shows what kinds of change they want. Now while not every woman will want to shop Victoria’s Secret for one reason or another, Victoria’s Secret *is* for every woman. They are done being only for smaller body types. They want to include every woman now. This email shows this visually and does explain it a bit in the copy. The idea is to leave them wanting to know and see more, and to do this, they have to click on the website link or go to a store to see the wonderful changes.