

Pasta "AGNESI"

1. Taking Notes



Document : - advertisement for Agnesi Italian pasta (probably from magazine)

Advert elements : (bottom right-hand corner)

- **NO TEXT**
- **brand name** : AGNESI
- **catch phrase** : "*Agnesi, Italian pasta since 1824*"
- **logo** : sailing ship
- **slogan** : "*Tradizione italiana*" (Italian tradition)

Description :

- **foreground**: old kitchen (table) & worn wooden window,
 - left: garlic, thyme, box of pasta, jar of Bolognese sauce
 - middle : frying pan with Bolognese pasta, old-style towel
 - right : wooden utensils (whisk, spatula, spoon), olive oil bottle, pot of basil, tarragon
- **background**: sea, old sailing ship (three-master)
- **distance** : typical Italian village, blue sky, sun

Dominant colours : blue (sky, sea), yellow/*ochre* (village, kitchen, pasta, walls), red (brand name, sauce & pot)

3 warm colours on Agnesi box and logo

Selling points : tradition, experience, freshness

Impressions : holiday & idle life, sun's heat, travel,

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2. Commenting



This document is an advertisement for Agnesi Italian pasta. Judging from its composition and format, we may assume that it's probably extracted from a magazine.

The whole document is a unique picture with no text in. The only words we can see is the catch phrase "*Agnesi, Italian pasta since 1824*", the brand name "*AGNESI*" and the slogan "*Tradizione Italiana*" which means Italian tradition. Along with the logo representing an ancient sailing boat, these written elements are situated in the bottom right hand corner of the advertisement.

We find our selves in a old Italian kitchen with an old wooden window opened to a warm and sunny scenery. In the foreground, on the left, we can notice a plait of garlic and a bunch of thyme hanging by the side of the window. Below is a box of Agnesi pasta next to a jar of Agnesi Bolognese sauce, both laid on what seems to be an old oak table. Beside, in the middle, we can see a frying pan full of Bolognese pasta laying on an old-styled towel. On the right-hand side of the window we can spot some wooden utensils such as a whisk, a spatula and a spoon next to an olive oil bottle, a pot of basil and some tarragon.

In the back ground, a sailing ship – actually a three-master ship which we find in the logo – is sailing on a clear and blue sea. In the distance we can see a typical Italian village bathed in sunlight and standing out against a deep blue sky.

In this picture, three colours are dominating, creating a warm and peaceful atmosphere: the blue of both sky and sea, the red of the Bolognese and the brand name and the ochre of the village and the kitchen walls. These three colours happen to be the same dominant colours of the box of pasta and the logo of Agnesi.

This advertisement tries to show us a dreamlike atmosphere of holiday and idle life, with the famous Italian sun's heat. It also attempts to give us an impression of travel.

Through this advert, Agnesi tries to persuade the potential customer to buy its product, guaranteeing the freshness of the pasta which we find in the various herbs, as well as the tradition and the long experience of its company.