

DeTOX



«Evian» - French mineral water brand of premium bottled from several sources around the town of Evian-les-Bains, on the southern shore of Lake Geneva. Since 1970, the brand is owned by Danone.

Live Young.

Global popularity of mineral water Evian received after the release of the brand in the U.S. market in 1978, which was served in expensive restaurants and hotels in New York and around Hollywood. Thus, progressively in mass culture Evian entrenched as high quality and expensive mineral water in glass bottles, popular among Hollywood stars like Justin Timberlake

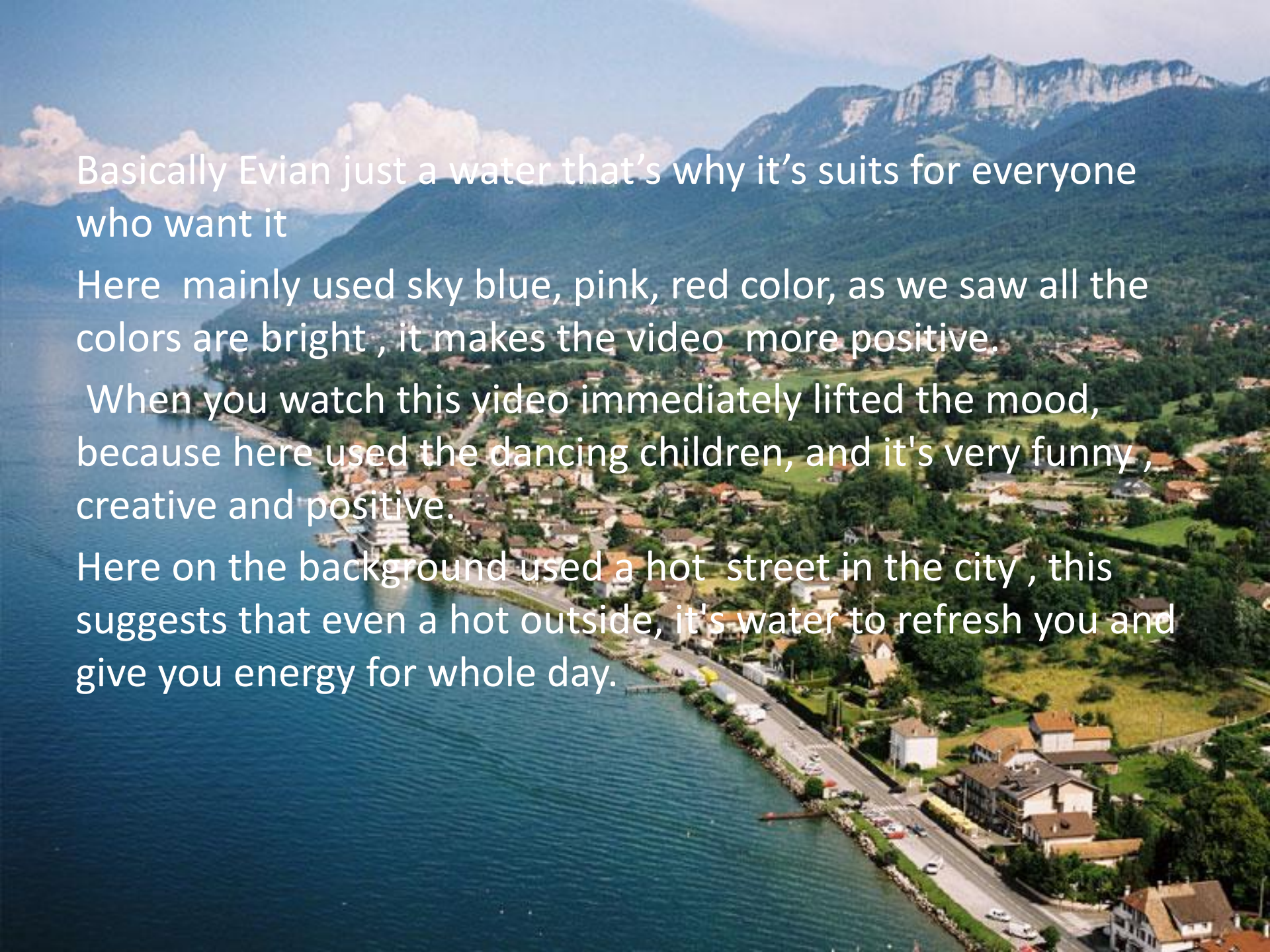
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In 1789, near Lake Geneva Lessert Marquis, who suffered from diseases of the liver and kidneys have noticed that after regular use of water from mineral springs, one of his health went to the amendment. Local doctors have begun to recommend that the water from the source as a panacea for some diseases. In response to the growing popularity of water, Mr. Kasha, on whose land was the source of Santa Catarina, opened the business of selling water. In 1829 the company was formed (Fr. Société des Eaux Minérales), In 1887 the French Ministry of Health has recognized the water utility and approved its massive bottling. Since 1978, after the Evian brand in the U.S. market, the water takes on the global popularity.



Plastic Bottles of Evian
Glass Bottles of Evian
Evian Facial Spray



An aerial photograph of a lakeside town. The foreground shows a large, clear blue lake. A road runs along the shore, with several cars parked. The town consists of numerous houses with brown roofs and green lawns. In the background, there are large, rugged mountains under a blue sky with some white clouds.

Basically Evian just a water that's why it's suits for everyone who want it

Here mainly used sky blue, pink, red color, as we saw all the colors are bright , it makes the video more positive.

When you watch this video immediately lifted the mood, because here used the dancing children, and it's very funny , creative and positive.

Here on the background used a hot street in the city , this suggests that even a hot outside, it's water to refresh you and give you energy for whole day.

Denotation

Very positive dancing children in the hot street

What they promise for us

- ✓ Clean and high quality water
- ✓ To Live young
- ✓ Energy for whole day
- ✓ Good health



Connotation

When I see this video, I immediately start thinking about something good, because the video gives us good atmosphere and during this video you'll forget about your problems

Sings and Symbols

The Evian Slogan is Live Young, this means that even when you're twenty-five or thirty-five, you feels like a child, in every sip. And this water is necessary for you every day of your active life. In order not to grow old, you need to drink water



Of course I like this video , I like dancing children ,
I like their moves , I like their energy .
I think its effective video , because when I see the
dancing children holds Evian water , I want to buy it ,
drink it , because it gives me energy , positive ,
willing to try it and sure I'll buy

Thank you for your attention

