

OMO

CONTEXTS!

The **OMO** advert is from **1955** in the UK and is for the OMO washing detergent for clothes.

The advert comes a decade after women were helping the war effort by working while the men were at war. During the 1950s, British women were encouraged to return to the homes, while men returned to work, and advertising often reinforced the domestic role of women as both necessary and something to take pride in.

In addition, at the time the **advertising industry was dominated by men** in all positions of power, leading to gender stereotypes being reinforced from the male point of view (*Laura Mulvey's Male Gaze*).



PROPP'S & TODOROV!

PROPP: The **hero** of the advert could be the reader, or the housewife, both on a quest for brighter clothes and to become better housekeepers (the **princess** or prize).

The quote from the son or daughter encourages the woman to try OMO, potentially making them the **dispatcher**, and OMO the **helper**.

TODOROV: The consumer's **equilibrium** is **disrupted** by the need for clean clothes. The **restoration** could be the consumer buying and using OMO to create a brighter **new equilibrium**.

REPRESENTATIONS!

The mother in the advert is a traditional **stereotype** of a 1950s housewife. She is feminine and positive, showing a clear enjoyment of her domestic duties. This may have been **aspirational** for many women at the time, but to modern audiences it would be considered **offensive** to many.

The OMO powder itself is represented as incredibly effective, repeatedly stating that it will 'make whites bright'. The suggestion is also that it is more effective than other products and exaggerates the power of OMO, as though the brightness will transcend normal standards.

MEDIA LANGUAGE ANALYSIS!

The simple **rhyme** 'whites Bright' and use of **exclamation marks** create a positive tone to the advert, and makes the **slogan** memorable to the audience.

The blue and white **colour scheme** suggest cleanliness and shining whiteness, while the contrasting red elements help draw the eye, and emphasise the use of OMO with coloured clothes.

The **quote** from a son or daughter reinforces that it is a family product designed for a stereotypical housewife. It also creates a relaxed, familiar and friendly **mode of address** to tell the audience about the wonders of OMO!



The woman is looking into the camera (**direct address**), making the advert more direct and personal, as if she was one of your neighbours giving you advice to buy the product.

Her **expression** is of surprise and happiness as though the quality of OMO is unexpected.

Her **makeup and hair** are feminine and typical of the style of the 1950s, providing an aspirational model for the audience.

Her **clothing** is bright green to reinforce the product is appropriate for colours, and her sleeves are rolled up connoting that she is hard working and committed.

The **product image** itself is clear and large on the advert, so that the consumer can find it clearly in the shops. It follows the brand colour scheme and logo to maintain brand awareness.

"This'll shake you, Mother!
Fancy saying all washing powders were the same! You can't say that any more—not after you've seen Omo-brightness. Whites boiled with Omo are more than clean and white. They're bright. Actually bright!"
Yes, she's right about Omo. This wonderful new detergent really does add brightness to whiteness.

This exciting new Omo-brightness puts ordinary whiteness completely in the shade. Many powders get things clean and white. Omo does this—and much more. Omo-boiled whites are clean, white and bright as well! Yes, brilliantly bright!
Today millions of women insist on this extra Omo-brightness, every washday. One packet—and you'll be an Omo fan, too!

OMO adds Brightness to whiteness

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Repetition emphasises the connection between OMO and brightness

This **pun** uses humour to suggest OMO is superior to its competitors

Alliteration emphasises the brightness, making the phrase more memorable

The advert **directly addresses** the reader, engaging them personally

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