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COLGATE'
RIBBON DENTAL CREAM

made buy Giulia Buzzega, Leonardo
Bianconi, Lucija Petricic & Lorenzo
Favarolo



First 10 seconds

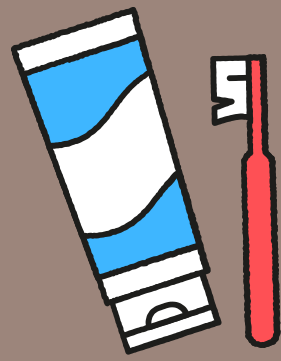


In the first ten seconds the girl explains why she should buy Colgate by saying that it gives fresh breath and no toothpaste has ever given her fresh breath

She also adds that fresh breath gives confidence, thus addressing a person's possible insecurity



16 seconds



In these seconds we see that while she is working as a florist she asks a man if he has found the flowers for her terrace and a narrator's voice says “a flower appears in your mouth” and the man is attracted to her



Last nine seconds:

In the last nine seconds the girl reiterates the main phrase “A flower grows in your mouth”. This phrase is often used in the commercial to convince the customers that Colgate is the best toothpaste that gives you a fresh breath and a good dental hygiene.



Emotional appeal

The Colgate 1976 commercial uses emotional appeal by connecting freshness with confidence and attraction.

The girl feels more confident because of her fresh breath, and the man's reaction shows how Colgate makes people feel more attractive.

The phrase 'A flower grows in your mouth' symbolizes purity and freshness.

Rhetorical strategies:

- The main sentence “A flower grows in your mouth” is not true but the result of an opinion, indeed many other toothpastes also give fresh breath but in this advertisement the aim is to highlight the uniqueness of Colgate;
- The girl asks herself a question which she answers herself, thus appearing more convincing for the listeners;
- She uses “security” in one of the first sentences to point it a possible insecurity



Thank you for the attention

