

Art Department

JOOP!

WOW!

THE SCENT THAT MAKES THE MAN

WOW!
JOOP!
EAU DE TOILETTE
FOR MEN

Vincent Peters

www.art-dept.com

Art Department



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The advertisement is split into two main sections. On the left, a black and white photograph of a man in a tuxedo sitting in a chair. The word "JOOP!" is printed in white in the top left corner of this section. On the right, a product shot of a bottle of "WOW!" fragrance. The bottle is amber-colored with a black cap and a white label that reads "WOW!", "JOOP!", and "EAU DE TOILETTE FOR MEN". Above the bottle, the word "WOW!" is printed in large, bold, black letters, with the tagline "THE SCENT THAT MAKES THE MAN" underneath it.

JOOP!

WOW!
THE SCENT THAT MAKES THE MAN

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EAU DE TOILETTE
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JOOP!

WOW!

THE REVEALING SCENTS

WOW!
JOOP!
EAU DE TOILETTE
FOR WOMEN

WOW!
JOOP!
EAU DE TOILETTE
FOR MEN

Vincent Peters

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