

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



Vincent Peters

www.art-dept.com

Art Department



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 written in white, bold, sans-serif font in the upper left corner of the photo. On the right, a product shot of a bottle of "WOW!" fragrance. The bottle is made of clear glass with a black cap and contains an amber-colored liquid. The label on the bottle is white with "WOW!" in large, bold, black letters, followed by "JOOP!" in a smaller font, and "EAU DE TOILETTE FOR MEN" in the smallest font. Above the bottle, the word "WOW!" is written in large, bold, black letters, with the tagline "THE SCENT THAT MAKES THE MAN" in a smaller font below it.

JOOP!

WOW!
THE SCENT THAT MAKES THE MAN

WOW!
JOOP!
EAU DE TOILETTE
FOR MEN

Vincent Peters

www.art-dept.com

Art Department

JOOP!

WOW!

THE REVEALING SCENTS

WOW!
JOOP!
EAU DE TOILETTE
FOR WOMEN

WOW!
JOOP!
EAU DE TOILETTE
FOR MEN

Vincent Peters

www.art-dept.com