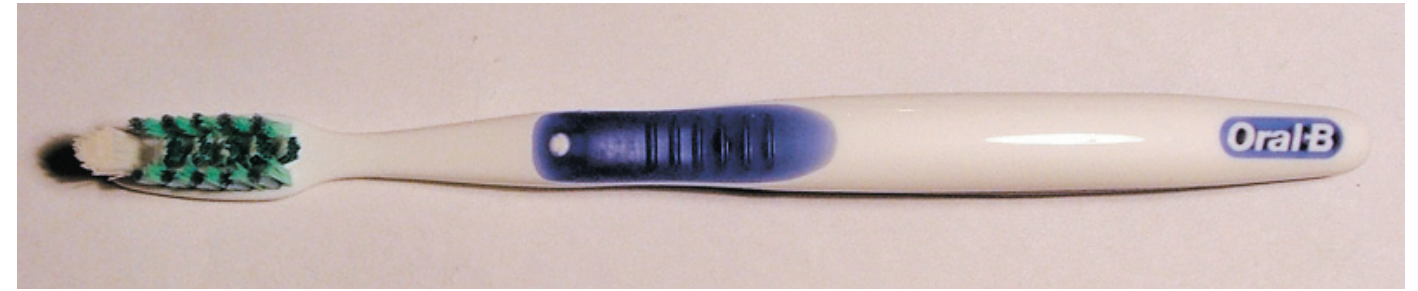
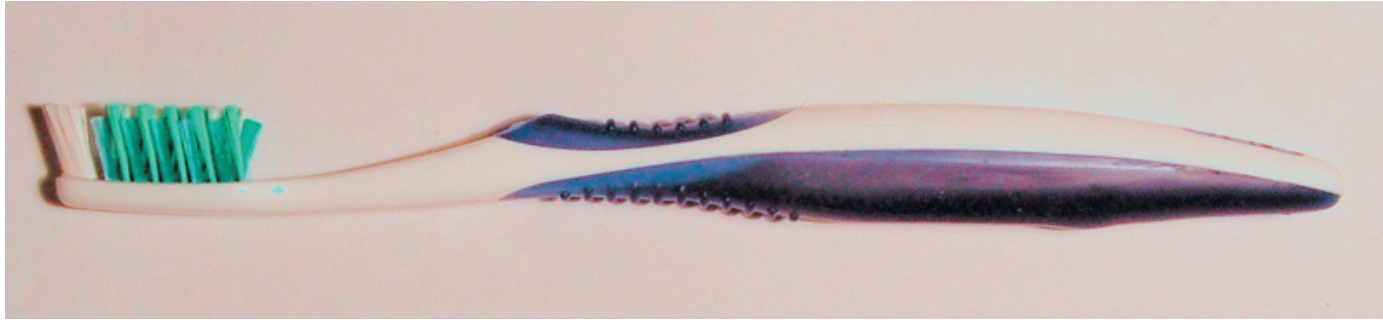


Semiotic Analysis of ASDA and Oral-B toothbrush.



Oral-B Cross Action.

Form – Curved, complex curves (nature), 'ergonomic', round, intricate. Sexy, Intrigue.

Colour – Clinical, Ocean, Forest, Milk, Trees, Fresh, Refreshing, Natural Idea of water, with bristles making you think of a fresh clean feeling. The green of bristles gives a clean fresh feeling and reminds you of a fresh forest next to a lake.

Texture – Curvy, sophisticated, dynamic, sexy. Handle is very smooth and shiny, rubber grip has a tactile texture and aids grip to your hand. Bristles have a stiff texture which varies within the brush.

Materials – Soft, friendly, Sophisticated, cheeky, Hard shiny handle helps emit the feeling of quality, soft rubber give a comforting feeling and make you want to touch it. Bristles are a firm material, which appears very clean and fresh. Even after long use.

Dark Blue = Deep water, Sea, calming, stability, conservatism.
Turquoise = Aqua and aquamarine, lively sophistication, mineral.
(turquoise shades range from sky blue to deep greenish blues e.g. All of the bristles)



ASDA Value toothbrush.

Form – Utilitarian, angular, simple, functional, classical,

Colour – Clinical, Clean, glossy, Sterile White, sand, milk, plain.

Texture – Sand, stones, gloss, precious, rough parts on the handle and "thumb" grip", shiny and clinical on the rest of the brush. Bristles have a soft texture.

Materials – utilization, harsh, simple, effective, Hard and stiff material, which is shiny yet has play in the flex of the brush. The bristles are soft and translucent.

White = Purity, cleanliness, and innocence. And the "Good Guy", safe reliable colour. Pearly white - teeth, as in reference to very white teeth