

207
SPOT
APPENDICI

Anna Cravero

INDICE

APPENDICE A	1
Italia anni '60	2
Italia anni '70	34
Italia anni '80	66
Italia anni '90	106
Italia anni '00	146
Italia anni '10	196
APPENDICE B	257
Paesi Nordici	259
Spagna	301
Francia	343
Regno Unito	385

APPENDICE A
SCHEDE ITALIA

Marga Vetro + Emulsio

Detersivo vetri e cristalli

Detersivo per pavimenti

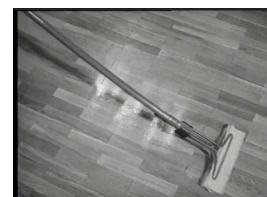


Tecnica narrativa

Ruolo

Aspetto esteriore

Attività



1. Moglie: Emma Danieli.

1. Donna, 45.
2. Abbigliamento: formale.
3. Make up/Cura dei capelli: evidente.

1. Lavare i pavimenti.

1. Testimonianza diretta.

1. Marito: Walter Marcheselli.



Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Soddisfazione.
2. «I miei pavimenti, che splendono come li ho sempre sognati».



1. Complicità.



1. Domestico: casa borghese.



1. Opinion.
2. Voice over maschile.



Cera Emulsio

Detersivo per pavimenti

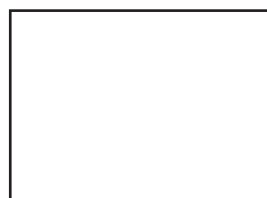


Tecnica narrativa

Ruolo

Aspetto esteriore

Attività



1. Testimonial: Emma Danieli.



- 1. Donna, 45.
- 2. Abbigliamento: formale.
- 3. Make up/Cura dei capelli: naturale, evidente.
- 4. Accessori: bracciali.

1. Testimonianza diretta.

1. Testimonial: Walter Marcheselli.

- 1. Uomo, 50.
- 2. Abbigliamento: formale.



Reazione emotiva

Interazione affettiva

Competenza

Contesto



- 1. Opinion: testimonial.
- 2. User/Authority: mano femminile.
- 3. Voice over: maschile e femminile.

1. Domestico: borghese.

1. Opinion: testimonial.



'63

Omo
Detersivo per bucato



#fedaldito #mamma #sorriso

Tecnica narrativa

Ruolo

Aspetto esteriore

Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



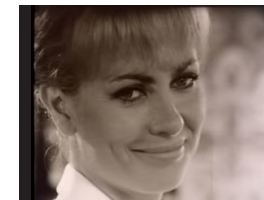
1. Mamma/Moglie.



1. Donne, 35.
2. Make up/Cura dei capelli: naturale, evidente.
3. Accessori: fede al dito.



1. Prendersi cura dei figli.
2. Lavare i panni.



1. Tenerezza/indulgenza.

1. User/Authority.
2. Voice over: maschile.

1. Domestico: casa con giardino.



1. Realismo di vita quotidiana.

Singer Nevada + Singer Miranda

Lavatrice



Tecnica narrativa

Ruolo

Aspetto esteriore

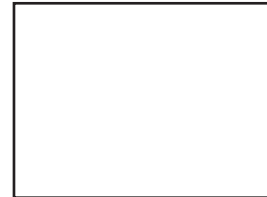
Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Testimonial: Lelio Luttazzi, Renata Mauro.



- 1. Donna, 35.
- 2. Uomo, 45.
- 3. Abbigliamento: eleganti.
- 4. Make up/Cura dei capelli: evidente.

- 1. Donne, 40.
- 2. Abbigliamento: elegante.
- 3. Make up/Cura dei capelli: evidente.

1. Professionista: esperto.

1. Parla l'esperto.



1. Factual.



**Lavatrice
Superautomatic Atlantic**
Lavatrice



Tecnica narrativa

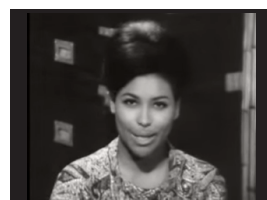
Ruolo

Aspetto esteriore

Attività



1. Professionista lavoratrice: artista circense.



1. Prendersi cura di un animale.



1. Realismo di vita quotidiana.
2. Esotismo.



1. Donna, 35, di colore.
2. Abbigliamento: casual, sgargiante. Costume da presentrice del circo.
3. Make up/Cura dei capelli: naturale, evidente.
4. Accessori: bracciale, cappello a cilindro.

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Soddisfazione.



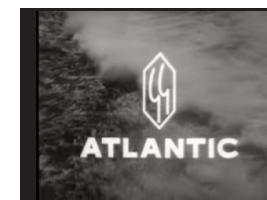
1. Tenerezza/indulgenza.



1. Opinion.
2. Voice over maschile.



1. Domestico: casa borghese.



'64

Skip

Detersivo per lavatrice



#fedaldito #lavordadonne
#sorriso #casalinga

Tecnica narrativa

Ruolo

Aspetto esteriore

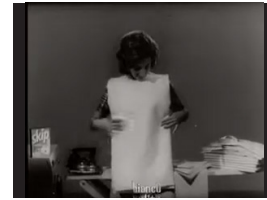
Attività



- 1. Casalinghe.
- 2. Mogli.



- 1. Donne, 35.
- 2. Abbigliamento: sobrio, grembiule.
- 3. Make up/Cura dei capelli: naturale.
- 4. Accessori: collana, fede al dito.



- 1. Fare la lavatrice.

- 1. Realismo di vita quotidiana.
- 2. Astrazione.

Reazione emotiva

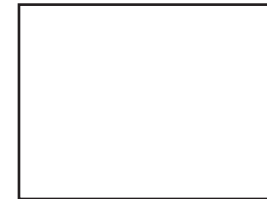
Interazione affettiva

Competenza

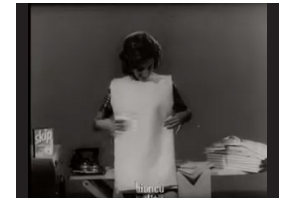
Contesto



- 1. Felicità.
- 2. Soddisfazione.



- 1. User/Authority.
- 2. Voice over: maschile.



- 1. Decontestualizzato.

'65

Cera Grey

Detersivo per pavimenti



#lavorodadonne #testimonial #comicità #casalinga #travestimento

Tecnica narrativa

Ruolo

Aspetto esteriore

Attività



1. Testimonial: I Brutos.



1. Lavorare: meccanici.
2. Lavare i pavimenti.



1. Parodia/Comico.
2. Scambio di ruoli.



1. Uomini, 35.
2. Abbigliamento: tuta da lavoro.
3. Abbigliamento: grembiule da domestica.

1. Casalinga.



1. Donna, 35.
2. Make up/Cura dei capelli: evidente.



Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Scherzo.



1. Opinione.



1. Domestico: salotto borghese.



1. Entusiasmo ironica.



1. Opinione.



'65

Philco Bendix Lavatrice



#testimonial #esperto
#lavorodadonne

Tecnica narrativa

Ruolo

Aspetto esteriore

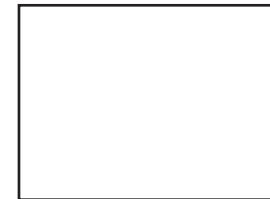
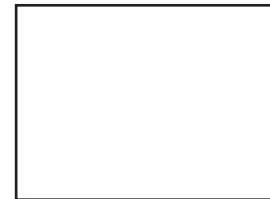
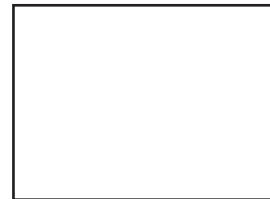
Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Casalinga.



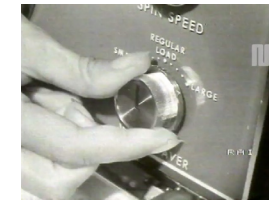
- 1. Donna, 35.
- 2. Abbigliamento: sobrio.
- 3. Make up/Cura dei capelli: naturale.



1. Parla l'esperto.

1. Professionista: esperto.

- 1. Uomo, 45.
- 2. Abbigliamento: camicia da lavoro.



1. Opinion.

1. Decontestualizzato.

- 1. Factual.
- 2. «proprio come farebbe lei stessa con le sue mani»



'65

Tide

Detersivo per bucato



#eroe

Tecnica narrativa

Ruolo

Aspetto esteriore

Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Eroe.

1. Uomo, 40.
2. Abbigliamento: costume da eroe bianco.



1. Lavare i panni/Fare il bucato: con la magia.



1. Futuristico/Fantasia.

1. Donne: 30-60.
2. Abbigliamento: formale.
3. Make up/Cura dei capelli: naturale.

1. Casalinghe.

1. Fare la spesa.



1. Entusiasmo.



1. Factual: eroe.
2. Voice over: maschile.

1. Extradomestico: urbano, supermercato.

'66

Philco Bendix

Lavatrice



#ironia #innovazione #animazione

Tecnica narrativa

Ruolo

Aspetto esteriore

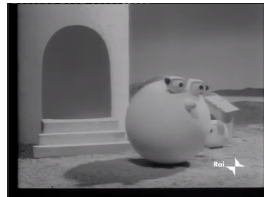
Attività

Reazione emotiva

Interazione affettiva

Competenza

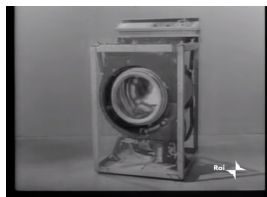
Contesto



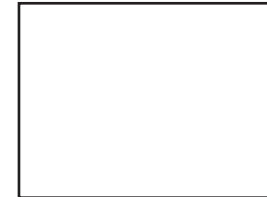
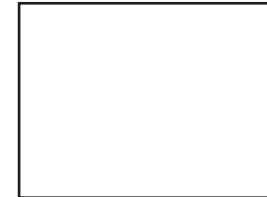
1. Testimonial: abitanti alieni.

1. --.
2. Caratterizzazione maschile.

1. Rilassarsi.



1. Pupazzi animati: Pianeta Papalla.
2. Futuristico/Fantasia.



1. Extradomestico: Pianeta Papalla.
2. Decontestualizzato.



1. Voice over: maschile.

'67

Candy Stipomatic Lavastoviglie



#lavordadonne #mani #sorriso
#mammaefiglia #specchio

Tecnica narrativa

Ruolo

Aspetto esteriore

Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Mamma/Moglie.



1. Realismo di vita quotidiana.

- 1. Donna, 35.
- 2. Abbigliamento: sobrio
- 3. Make up/Cura dei capelli: evidente, unghie lunghe.

- 1. Prendersi cura dei figli.
- 2. Svotare la lavastoviglie.
- 3. Rilassarsi.

1. Figlia.

1. Donna, 8.

- 1. Studiare.
- 2. Svotare la lavastoviglie.



- 1. Specchiarsi.
- 2. Soddisfazione.

- 1. Tenerezza/indulgenza.
- 2. Educazione: mamma figlia.

- 1. Educazione: mamma figlia.



- 1. User/Authority: femminile.
- 2. Voice over: maschile.
- 3. «Signora, la garanzia di un nome amico».

1. Domestico: borghese, cucina sobria.



Dash

Detersivo per lavatrice



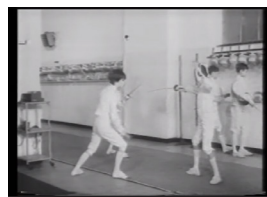
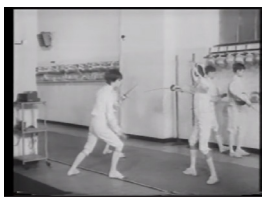
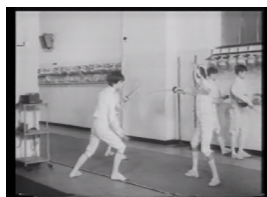
#lavorodadonne #testimonial
#maestra

Tecnica narrativa

Ruolo

Aspetto esteriore

Attività



1. Professionista lavoratrice: insegnante di scherma.



1. Donna, 35, di colore.
2. Abbigliamento: tuta da scherma.
3. Make up/Cura dei capelli: naturale.

1. Insegnare.
2. Sport.



1. Realismo di vita quotidiana.
2. Parla l'esperto.

1. Uomo, 43.
2. Abbigliamento: sobrio.



1. Giocare.

1. Testimonial: Mike Bongiorno.



Reazione emotiva

Interazione affettiva

Competenza

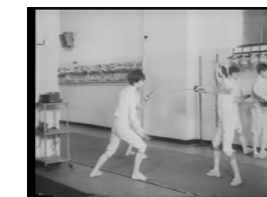
Contesto



1. Tenerezza/indulgenza: atteggiamento materno.



1. User/Authority.



1. Extradomestico: scuola di scherma.



1. Factual: testimonial.

'68

Bio Presto

Detersivo per bucato



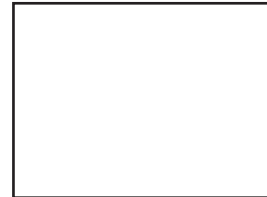
#testimonial #fedaldito #ironia

Tecnica narrativa

Ruolo

Aspetto esteriore

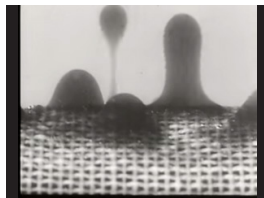
Attività



- 1. Testimonial: Franco Cerri.
- 2. Marito.



- 1. Uomo, 42.
- 2. Abbigliamento: camicia bianca e cravatta.
- 3. Accessori: fede al dito.



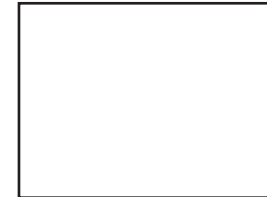
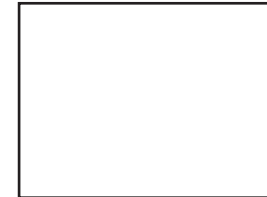
- 1. Ironico.
- 2. Parla l'esperto.

Reazione emotiva

Interazione affettiva

Competenza

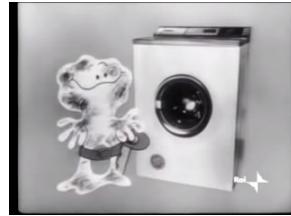
Contesto



- 1. Factual.

- 1. Decontestualizzato.

**Lavatrice Castor +
Lavapentole Castor**
Lavatrice + lavastoviglie



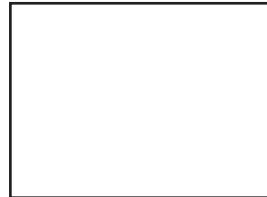
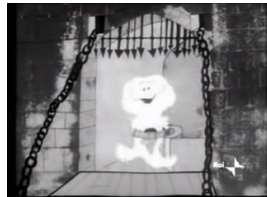
#illustrazione #autoritàfemminile
#comicità

Tecnica narrativa

Ruolo

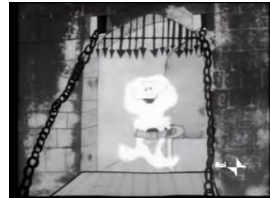
Aspetto esteriore

Attività



1. Testimonial: fantasma.

1. Si fa lavare.



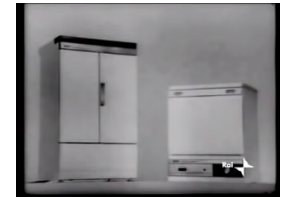
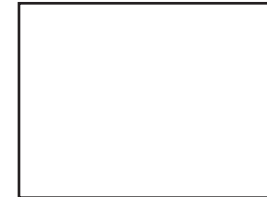
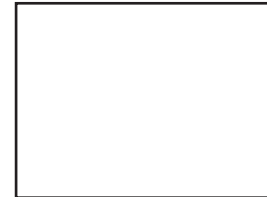
1. Animazione/Pupazzi animati: Le avventure di Buc il bucaniere.

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Decontestualizzato.



1. Voice over: femminile.

Pronto

Detersivo per pulizie generali



#lavorodadonne #eroe #comicità
#casalinga

Tecnica narrativa

Ruolo

Aspetto esteriore

Attività



1. Domestica: Ave Ninchi.



1. Donna, 50.
2. Abbigliamento: grembiule, travestimento dama spagnola.
3. Make up/Cura dei capelli: naturale.

1. Spolverare.



1. Realismo di vita quotidiana.
2. Fantasia.

1. Eroe: Araldo Tieri.
2. Professionista lavoratore.

1. Uomo, 45.
2. Abbigliamento: zorro, camicia con maniche arricciate.



Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Vergogna.



1. Voice over: maschile e femminile.



1. Disgusto.

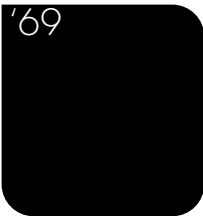


1. Opinion.



1. Extradomestico: ufficio.





Cera Grey
Detersivo per pavimenti



#lavorodadonne #testimonial #comicità #casalinga #specchio

Tecnica narrativa Ruolo Aspetto esteriore Attività



1. Casalinga.



1. Lavorare i pavimenti.



- 1. Donna, 25.
- 2. Abbigliamento: vestitino moderno.
- 3. Make up/Cura dei capelli: evidente, naturale.

1. Testimonianza diretta.

1. Testimonial: Franco Franchi e Ciccio Ingrassia.

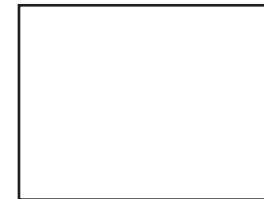
1. Uomini, 35.



Reazione emotiva Interazione affettiva Competenza Contesto



1. Specchiarsi.



- 1. Opinion.
- 2. Voice over: maschile.



1. Domestico: salotto borghese, moderno.



Dash

Detersivo per lavatrice



#lavorodadonne #testimonial
#casalinga #fedaldito #italianità

Tecnica narrativa

Ruolo

Aspetto esteriore

Attività



1. Testimonial: Paolo Ferrari.

1. Uomo, 43.
2. Abbigliamento: abito sobrio.

1. Donna, 45. Accento bolognese.
2. Abbigliamento: cappotto sobrio.
3. Make up/Cura dei capelli: naturale.
4. Accessori: fede al dito.



1. Realismo di vita quotidiana.
2. Testimonianza diretta.



1. Casalinga.
2. Moglie.

1. Fare la spesa.



Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Scherzo.

1. Extradomestico: supermercato.

1. Soddisfazione.

1. Opinione.



Lavatrice IGNIS P.M.System Lavatrice



#mani #testimonial #esperto
#famiglia

Tecnica narrativa

Ruolo

Aspetto esteriore

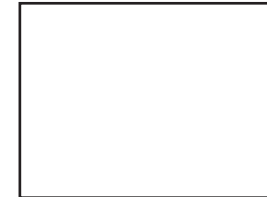
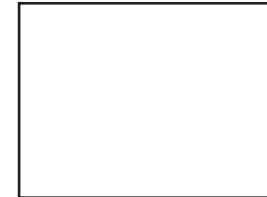
Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



- 1. Testimonial: Giampiero Albertini.
- 2. Papà/marito.



- 1. Rilassarsi: shopping.

- 1. Realismo di vita quotidiana: shopping in famiglia.

- 1. Uomo, 45.
- 2. Abbigliamento: sobrio.

- 1. Professionista: esperto.

- 1. Uomo, 45.
- 2. Abbigliamento: sobrio.



- 1. User/Authority: mano femminile.



- 1. Factual.



Kop

Detersivo per piatti



Tecnica narrativa

Ruolo

Aspetto esteriore

Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Testimonial: l'Olandesina.



1. Lavare i piatti: con la magia.



1. Donna, 20.
2. Abbigliamento: vestito tradizionale olandese.

1. Animazione/Pupazzi animati.



1. User/Authority.
2. Voice over: maschile.



1. Domestico.



Tecnica narrativa Ruolo Aspetto esteriore Attività



1. Testimonial: Corrado Mantoni.



1. Uomo, 51. Accento romano.
2. Abbigliamento: giacca e cravatta.



1. Animazione/Pupazzi animati.
2. Parla l'esperto.

1. Testimonial: l'Olandese.

1. Donna, 20.
2. Abbigliamento: vestito tradizionale olandese.



Reazione emotiva Interazione affettiva Competenza Contesto



1. Entusiasmo.



1. Factual.



1. Extradomestico: finestra aperta. Palazzo borghese.
2. Decontestualizzato.



'76

Ava
Detersivo per lavatrice



#testimonial #esperto #sorriso
#educare

Tecnica narrativa

Ruolo

Aspetto esteriore

Attività



1. Testimonial: Corrado Mantoni.



1. Fare la lavatrice, dimostrazione.



1. Realismo di vita quotidiana.
2. Parla l'esperto.

1. Uomo, 52.
2. Abbigliamento: giacca e cravatta.

1. Donna, 35.
2. Abbigliamento: sobrio, camicia.
3. Make up/Cura dei capelli: naturale.
4. Accessori: collana di perle.



1. Casalinga.

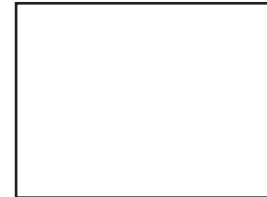


Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Educazione/Autorevolezza.



1. Factual.



1. Extradomestico: negozio/lavanderia.

1. Entusiasmo.



'76

Emulsio

Detersivo per pavimenti



#testimonial #specchio
#seduzione

Tecnica narrativa

Ruolo

Aspetto esteriore

Attività



- 1. Testimonial: Anna Maria Guarnieri.
- 2. Professionista: attrice.



- 1. Donna, 42.
- 2. Make up/Cura dei capelli: naturale, unghie smaltate.

- 1. Lavare il pavimento..



- 1. Testimonianza diretta.

Reazione emotiva

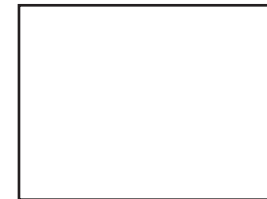
Interazione affettiva

Competenza

Contesto



- 1. Specchiarsi.



- 1. Opinion.
- 2. Voiceover: maschile.



- 1. Decontestualizzato.



Tecnica narrativa

Ruolo

Aspetto esteriore

Attività



- 1. Casalinga.
- 2. Professionista: attrice.



- 1. Lavorare.

- 1. Donna, 50.
- 2. Abbigliamento: grembiule da pulizie.
- 3. Make up/Cura dei capelli: naturale, fiocco.
- 4. Accessori: collana di perle, orecchini.



- 1. Realismo di vita quotidiana.

- 1. Professionista lavoratore.
- 2. Marito.



- 1. Uomo, 40.
- 2. Abbigliamento: salopette da lavoro.

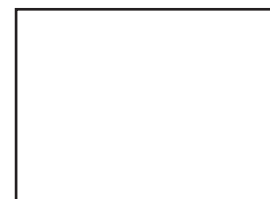


Reazione emotiva

Interazione affettiva

Competenza

Contesto



- 1. Educazione/Autorevolezza.

- 1. Opinione.

- 1. Extradomestico: camerini di un set.



- 1. «Me ne regalo un paio per mia moglie?».



Mastro Lindo

Sgrassatore



#lavorodadonne #specchio #sorriso #educare

Tecnica narrativa

Ruolo

Aspetto esteriore

Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Moglie.



- 1. Donna, 35.
- 2. Abbigliamento: sobrio, grembiule.
- 3. Make up/Cura dei capelli: evidente.
- 4. Accessori: collana e bracciale d'oro.



- 1. Pulire la cucina.
- 2. Pulire il bagno.
- 3. Lavare i pavimenti.



- 1. Felicità.
- 2. Specchiarsi.



1. Educazione/Autorevolezza.



- 1. Opinione.
- 2. Voice over: maschile.

1. Domestico: cucina spaziosa e contemporanea, con oggetti antichi.



1. Realismo di vita quotidiana.

- 1. Uomo, 45.
- 2. Abbigliamento: sobrio.



1. Marito.



1. Specchiarsi.



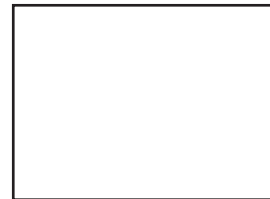


Nelsen piatti
Detersivo per piatti



#sorriso #educare #puliscelui
#maldestro

Tecnica narrativa Ruolo Aspetto esteriore Attività



1. Moglie.



1. Donna, 35.
2. Abbigliamento: sobrio.
3. Make up/Cura dei capelli: evidente.
4. Accessori: collana di perle, fede al dito.



1. Realismo di vita quotidiana: festa con amici.
2. Ironia.

1. Lavare i piatti.

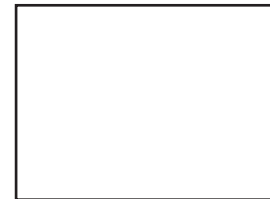


1. Uomo, 45.
2. Abbigliamento: giacca e cravatta.

1. Marito.



Reazione emotiva Interazione affettiva Competenza Contesto



1. Tenerezza/Indulgenza.



1. Opinione.
2. «Con Nelsen piatti li vuol lavare lui».
3. Voice over: maschile.

1. Domestico.
2. Decontestualizzato.

1. Entusiasmo.



1. Opinione.



Cera Nova

Detersivo per pavimenti



Tecnica narrativa

Ruolo

Aspetto esteriore

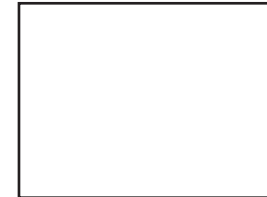
Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Casalinga.



- 1. Donna, 35.
- 2. Abbigliamento: sobrio.
- 3. Make up/Cura dei capelli: naturale, bandana.



- 1. Lavare i pavimenti.
- 2. Fare la spesa.



- 1. Frustrazione.
- 2. Soddisfazione.



- 1. User/Authority.
- 2. Voice over: maschile.

1. Domestico: cucina contemporanea.



1. Realismo di vita quotidiana.

Sole piatti

Detersivo per piatti



#lavorodadonne #esperto #sorriso

Tecnica narrativa

Ruolo

Aspetto esteriore

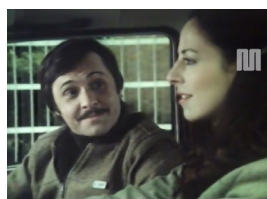
Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



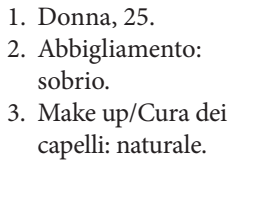
1. Single.



1. Imparare a guidare.



1. Professionista uomo: insegnante di guida.

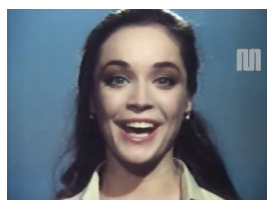


- 1. Donna, 25.
- 2. Abbigliamento: sobrio.
- 3. Make up/Cura dei capelli: naturale.

1. Insegnare a guidare.



- 1. Donna, 25.
- 2. Abbigliamento: sobrio.
- 3. Make up/Cura dei capelli: evidente, naturale.
- 4. Accessori: orecchini.



- 1. Realismo di vita quotidiana.
- 2. Testimonianza diretta.

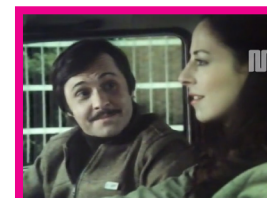
1. Casalinga.



1. Complicità.



1. Extradomestico: strada urbana.



1. Educazione/Autorevolezza.

1. Complicità.

1. Opinione.



Bio Presto

Detersivo per lavatrice



Tecnica narrativa

Ruolo

Aspetto esteriore

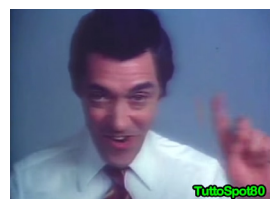
Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



- 1. Testimonial: Franco Cerri.
- 2. Esperto.



- 1. Uomo, 53.
- 2. Abbigliamento: camicia bianca e cravatta.



- 1. Fare la lavatrice.



- 1. Factual: si rivolge a voce fuori campo femminile.

- 1. Decontestualizzato.

- 1. Ironico.
- 2. Parla l'esperto.



Domestos
Igienizzante



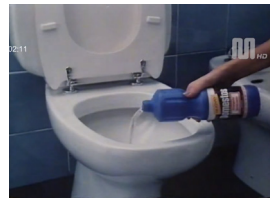
#mamma #figli

Tecnica narrativa

Ruolo

Aspetto esteriore

Attività



1. Mamma.

1. Donna, 30.
2. Abbigliamento: giovanile.
3. Make up/Cura dei capelli: naturale.

1. Giocare.



1. Realismo di vita quotidiana.

1. Figli.

1. Uomini, 7-8.
2. Abbigliamento: colori vivaci.

1. Giocare: al chiuso.



Reazione emotiva

Interazione affettiva

Competenza

Contesto



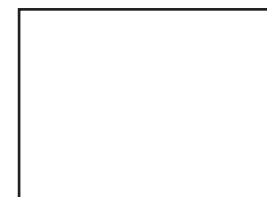
1. Tenerezza/Indulgenza.



1. User/Authority : mano femminile e mano maschile.
2. Voice over: maschile.



1. Domestico: bagno moderno.





Fornet
Deterisivo abrasivo



#esperto #fedaldito
#lavoradonne #specchio

Tecnica narrativa

Ruolo

Aspetto esteriore

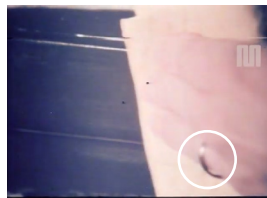
Attività



1. Moglie.
2. Casalinga.



1. Realismo di vita quotidiana.
2. Parla l'esperto.



1. Donna, 35.
2. Abbigliamento: camicia e gonna, grembiule da cucina.
3. Make up/Cura dei capelli: naturale.
4. Accessori: fede al dito.



1. Fare la spesa.
2. Pulire la cucina: sgrassare il forno.
3. Cucinare.

1. Esperto.

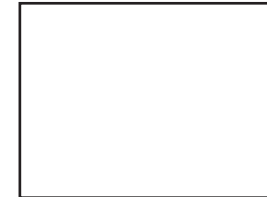
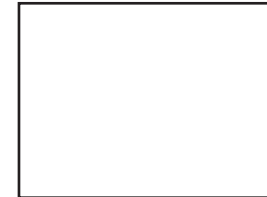


Reazione emotiva

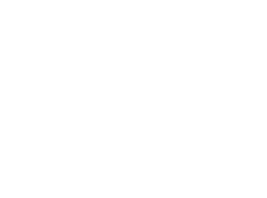
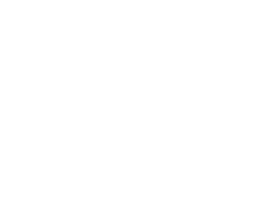
Interazione affettiva

Competenza

Contesto



1. Specchiarsi.
2. Entusiasmo.



1. Domestico: cucina grande, contemporaneo.

1. Factual.



1. Entusiasmo.



1. Educazione/Autorevolezza.



'79

Soflan

Deterisivo per lavatrice



#lavordadonne #italianità

Tecnica narrativa

Ruolo

Aspetto esteriore

Attività



- 1. Casalinga.
- 2. Mamma.

- 1. Donna, 45. Accento regionale.
- 2. Abbigliamento: camicia
- 3. Make up/Cura dei capelli: naturale.



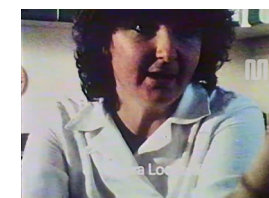
- 1. Testimonianza diretta.

Reazione emotiva

Interazione affettiva

Competenza

Contesto



- 1. Frustrazione.

- 1. Opinion.
- 2. Voice over: maschile.

- 1. Domestico: cucina.

Vernel

Deterisivo per lavatrice



#lavordadonne #responsabilità #sorriso

Tecnica narrativa

Ruolo

Aspetto esteriore

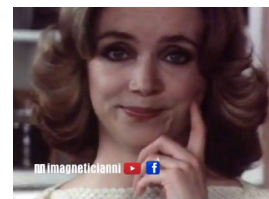
Attività

Reazione emotiva

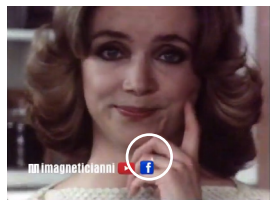
Interazione affettiva

Competenza

Contesto



1. Moglie.



- 1. Donna, 35.
- 2. Abbigliamento: casual, camicia rosa.
- 3. Make up/Cura dei capelli: evidente.
- 4. Accessori: fede al dito.



1. Tenerezza.



1. Domestico: bagno moderno.



1. Realismo di vita quotidiana.

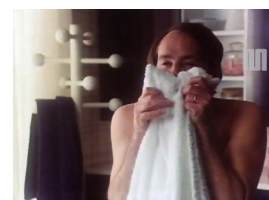
- 1. Frustrazione.
- 2. Entusiasmo.

- 1. Opinion.
- 2. Voice over: maschile.

1. Rilassarsi: farsi la doccia.



- 1. Fastidio.
- 2. Soddissfazione.

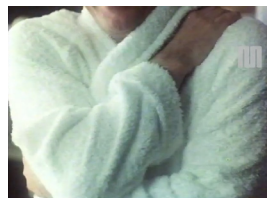
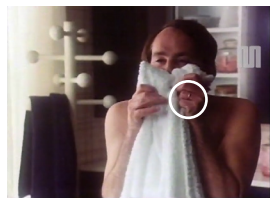


- 1. Minaccia: disappunto.
- 2. Tenerezza.



1. Marito.

- 1. Uomo, 35.
- 2. Accessori: fede al dito.



Dato lavatrice

Detersivo per lavatrice



#esperto

Tecnica narrativa

Ruolo

Aspetto esteriore

Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Esperto.



- 1. Uomo, 40.
- 2. Abbigliamento: giacca e cravatta.
- 3. Accessori: fede al dito.



1. Factual.

1. Decontestualizzato.

1. Parla l'esperto.

'80

Sole piatti

Detersivo per piatti



#lavorodadonne #mani #ironia
#testimonial #seduzione

Tecnica narrativa

Ruolo

Aspetto esteriore

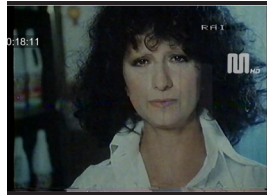
Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



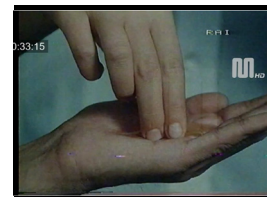
1. Testimonial: Anna Mazzamauro.

- 1. Donna, 41.
- 2. Abbigliamento: casual camicia.
- 3. Make up/Cura dei capelli: evidente.

- 1. Ironico.
- 2. Testimonianza diretta.



1. Extradomestico: set supermercato.



- 1. Opinion.
- 2. Voice over maschile.
- 3. «Anche tu che sei arrivata al liquido, scegli il primo».

1. Seduzione: mani morbide e baciato.

'81

Vernel
Detersivo per lavatrice

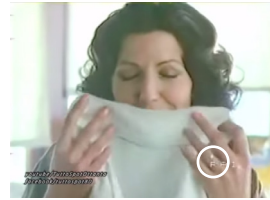


#lavorodadonne #fedeaddito #esperto

Tecnica narrativa Ruolo Aspetto esteriore Attività



1. Casalinga.
2. Moglie.



1. Fare la lavatrice.
2. Stirare.



1. Realismo di vita quotidiana.
2. Parla l'esperto.

1. Donna, 45.
2. Abbigliamento: camicia.
3. Make up/Cura dei capelli: evidente, naturale.
4. Accessori: collana di perle, fede al dito.

1. Testimonial: Ferruccio Amendola.
2. Esperto.

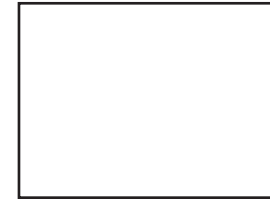
1. Uomo, 51.
2. Abbigliamento: giacca e cravatta.



Reazione emotiva Interazione affettiva Competenza Contesto



1. Entusiasmo.



1. Domestico: lavanderia.

1. Educazione/Autorevolezza.
2. Minaccia.



1. Factual.



Sole Bianco

Detersivo per lavatrice



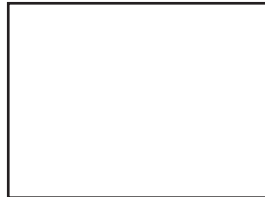
#lavorodadonne #fedeadlito #esperto

Tecnica narrativa

Ruolo

Aspetto esteriore

Attività



- 1. Casalinga.
- 2. Moglie.



- 1. Donna, 50.
- 2. Abbigliamento: formale.
- 3. Make up/Cura dei capelli: evidente.
- 4. Accessori: collana, orecchini.



- 1. Realismo di vita quotidiana.
- 2. Parla l'esperto.
- 3. Ironia.

- 1. Testimonial: Paolo Villaggio.
- 2. Esperto.



- 1. Fare la lavatrice.

Reazione emotiva

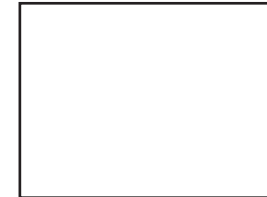
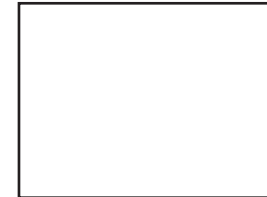
Interazione affettiva

Competenza

Contesto



- 1. Entusiasmo.



- 1. Domestico: cucina.

- 1. Minaccia.
- 2. Educazione.



- 1. Factual.



Mastro Lindo

Sgrassatore



#lavorodadonne #amiche #specchio

Tecnica narrativa

Ruolo

Aspetto esteriore

Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Casalinga.



1. Complicità.

1. Voice over: femminile.



- 1. Donna, 25.
- 2. Abbigliamento: giovanile, salopette.
- 3. Make up/Cura dei capelli: naturale.
- 4. Accessori: collanina.



- 1. Frustrazione.
- 2. Entusiasmo.
- 3. Specchiarsi.

1. Domestico: cucina ampia e contemporanea.



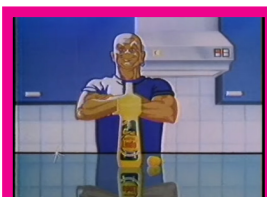
1. Eroe.

- 1. Donna, 30.
- 2. Abbigliamento: casual, classico.
- 3. Make up/Cura dei capelli: evidente.

1. Pulire la cucina.

- 1. Educazione/Autorevolezza.
- 2. Complicità.

1. Realismo di vita quotidiana.



1. Amica.



1. Opinion.





Tecnica narrativa

Ruolo

Aspetto esteriore

Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Casalinga.



- 1. Donna, 30.
- 2. Abbigliamento: camicia, gonna.
- 3. Make up/Cura dei capelli: naturale.

1. Fare il bucato.

- 1. Donna, 30.
- 2. Abbigliamento: camicia, gonna.
- 3. Accessori: fede al dito.
- 4. Make up/Cura dei capelli: naturale.

1. Fare il bucato.



- 1. Realismo di vita quotidiana.
- 2. Ritorno alle tradizioni.

1. Amica.



1. Frustrazione.

1. Complicità.

1. Voice over: maschile.

1. Domestico: terrazza.

1. Complicità.

1. Opinione.



Sole piatti

Detersivo per piatti



#lavorodadonne #mani #ironia
#testimonial #seduzione #sorriso

Tecnica narrativa

Ruolo

Aspetto esteriore

Attività



1. Testimonial: Gino-Bramieri.



1. Uomo, 55.
2. Abbigliamento: casual camicia.



1. Parla l'esperto.
2. Ironico.

1. Lavare i piatti.

1. Donna, 30.
2. Abbigliamento: casual, camicia rosa.
3. Make up/Cura dei capelli: evidente, assente.



1. Eroe.



Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Entusiasmo.



1. Seduzione.



1. Factual.



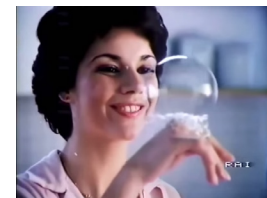
1. Decontestualizzato.



1. Sensualità.



1. Specchiarsi.



Ben fatto

Detersivo per piatti



#lavorodadonne #musical
#seduzione #sorriso #fedeadlito

Tecnica narrativa

Ruolo

Aspetto esteriore

Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



- 1. Casalinga.
- 2. Moglie.



- 1. Realismo di vita quotidiana.
- 2. Musical: balletto.



- 1. Lavare i piatti.
- 2. Ballare.

- 1. Entusiasmo.
- 2. Ballare.

- 1. Scherzo.
- 2. Sensualità.

- 1. User/Authority.
- 2. Voice over: maschile.

- 1. Domestico.
- 2. Decontestualizzato.

- 1. Marito.



- 1. Uomo, 35.
- 2. Abbigliamento: elegante.



- 1. Ballare.



- 1. Scherzo.



Sole Blu
Detersivo per lavatrice



#eroe #lavorodadonne
#giovane #seduzione

Tecnica narrativa

Ruolo

Aspetto esteriore

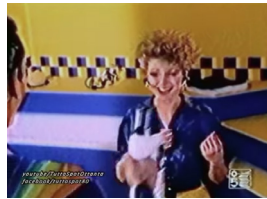
Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Casalinga.



1. Fare la lavatrice.

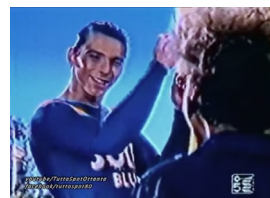


1. Donna, 35.
2. Abbigliamento: giovanile e alla moda, tacchi.
3. Make up/cura dei capelli: evidente.
4. Accessori: orecchini sgargianti.

1. Uomo, 30.
2. Abbigliamento: costume da eroe blu.

1. Futuristico/Fantasia.

1. Eroe.



1. Entusiasmo.

1. Seduzione: lei sedotta dall'eroe.

1. Voice over: maschile.

1. Domestico: urbano, tecnologico.



1. Factual: eroe.



Ace

Detersivo per lavatrice



#lavorodadonne #sorriso #over60 #tradizione

Tecnica narrativa

Ruolo

Aspetto esteriore

Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Moglie.



- 1. Donna, 35.
- 2. Abbigliamento: camicia e pantaloni.
- 3. Make up/Cura dei capelli: naturale.
- 4. Accessori: collana, orecchini, fede al dito.

- 1. Donna, 70.
- 2. Abbigliamento: classico.
- 3. Accessori: spilla, orecchini di perle, fede al dito.

- 1. Fare la spesa.
- 2. Fare il bucato.



- 1. Realismo di vita quotidiana.
- 2. Ritorno alle tradizioni.

1. Nonna.



- 1. Disgusto.
- 2. Entusiasmo.

1. Entusiasmo.



1. Educazione/Autorevolezza: da nonna.

1. Educazione/Autorevolezza.

























1. Voice over: maschile.

1. Opinione.





Tecnica narrativa	Ruolo	Aspetto esteriore	Attività	Reazione emotiva	Interazione affettiva	Competenza	Contesto
							
	1. Mamma/Moglie.				1. Tenerezza/Indulgenza.		1. Domestico: cucina moderna.
		1. Donna, 35. 2. Abbigliamento: maglia. 3. Make up/Cura dei capelli: naturale. 4. Accessori: fede al dito.				1. User/Authority. 2. Voice over: maschile.	
			1. Prendersi cura dei figli. 2. Disinfettare. 3. Lavare i pavimenti. 1. Giocare: in casa.				
1. Realismo di vita quotidiana.	1. Figli.	1. Uomo e Donna, 8-7. 2. Abbigliamento: polarità cromatica infantile.			1. Tenerezza/ildulgenza: da parte della mamma.		
							



Margherita Ariston
Lavatrice



#lavorodadonne

Tecnica narrativa Ruolo Aspetto esteriore Attività



1. Mamme/Mogli.

1. Donne, 25/40.
2. Aspetto fisico/Abbigliamento: vari.

1. Prendersi cura dei figli.
2. Rilassarsi.



1. Realismo di vita quotidiana.

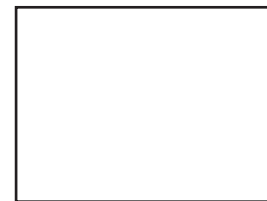
1. Lavoratrice.

1. Donna, 25.
2. Abbigliamento: casual.
3. Make up/cura dei capelli: naturale.

1. Lavorare.



Reazione emotiva Interazione affettiva Competenza Contesto



1. Tenerezza.



1. User/Authority: la donna è la lavatrice.
2. Voice over: maschile.



1. Vari.
2. Decontestualizzato.



'87

Omino Bianco

Detersivo per lavatrice



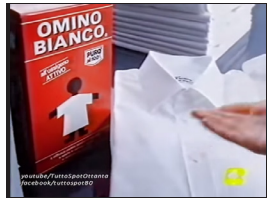
#lavorodadonne #sorriso #fedeaal dito

Tecnica narrativa

Ruolo

Aspetto esteriore

Attività



1. Casalinga.



1. Fare la lavatrice.



1. Testimonianza diretta.

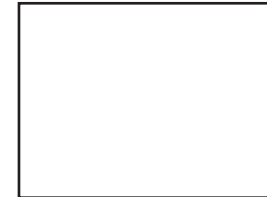
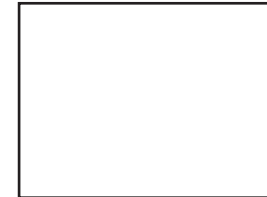
1. Donna, 35.
2. Make up/Cura dei capelli: evidente, naturale.
3. Accessori: collana e orecchini di perle, fede al dito.

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Opinion.
2. Voice over: maschile.

1. Decontestualizzato.

'87

Sole Bianco

Detersivo per lavatrice



#eroe #lavorodadonne
#giovane

Tecnica narrativa

Ruolo

Aspetto esteriore

Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Casalinga.



- 1. Donna, 35.
- 2. Abbigliamento: casual curato.
- 3. Make up/Cura dei capelli: naturale.
- 4. Accessori: orecchini e bracciale dorati.

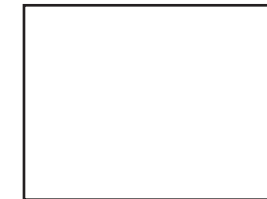
1. Fare la lavatrice.



1. Futuristico/Fantasia.

- 1. Uomo, 30.
- 2. Abbigliamento: costume da eroe bianco.

1. Eroe.



1. Voice over: maschile.



- 1. Frustrazione.
- 2. Entusiasmo.



1. Domestico: urbano, tecnologico.



1. Factual: eroe.

Acti

Detersivo per pavimenti



#lavorodadonne #amiche
#mamma #figlia #responsabilità

Tecnica narrativa Ruolo Aspetto esteriore Attività



1. Mamma.



1. Prendersi cura della figlia.



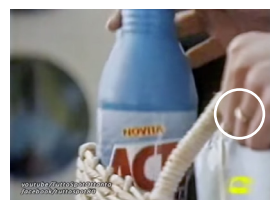
- 1. Donna, 35.
- 2. Abbigliamento: camicia, gonna e tacchi.
- 3. Make up/Cura dei capelli: naturale.



- 1. Donna, 35.
- 2. Abbigliamento: formale.
- 3. Accessori: collana e orecchini di perle, fede al dito.
- 4. Make up/Cura dei capelli: evidente.

1. Realismo di vita quotidiana.

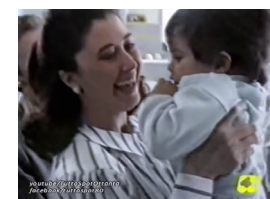
1. Lavare i pavimenti.



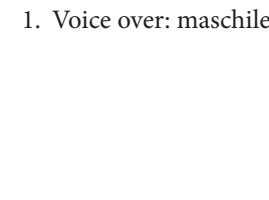
1. Amica.



Reazione emotiva Interazione affettiva Competenza Contesto



1. Tenerezza/Indulgenza.

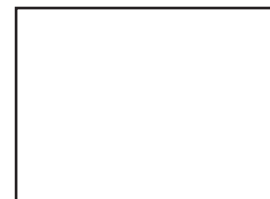


1. Voice over: maschile.



1. Domestico: cucina contemporanea.

- 1. Complicità.
- 2. Educazione/Autorevolezza.



1. Opinione.

Bio Presto

Detersivo per lavatrice



#lavorodadonne #mamma
#sorriso #figlio

Tecnica narrativa

Ruolo

Aspetto esteriore

Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Mamma.



1. Fare il bucato.



- 1. Donna, 45.
- 2. Abbigliamento: classico.
- 3. Make up/Cura dei capelli: evidente, naturale.

- 1. Tenerezza/Indulgenza.
- 2. Mammismo.
- 3. Scherzo.

- 1. Domestico: appartamento. Contemporaneo, con elementi tradizionali.



1. Realismo di vita quotidiana.

- 1. Uomo, 18.
- 2. Abbigliamento: sportivo.
- 3. Accessori: collana.



1. Rilassarsi.

1. Figlio.



1. Minaccia.



Dinamo 3

Detersivo per lavatrice



Tecnica narrativa

Ruolo

Aspetto esteriore

Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Marito (foto del matrimonio).



1. Rilassarsi.



1. Uomo, 40.
2. Aspetto Fisico/Abbigliamento: prestante, casual.



1. Realismo di vita quotidiana.



1. Preorgasmico.

1. Seduzione.

1. Voice over: maschile, si rivolge ad un pubblico femminile.
2. «Sai cosa succede quando tuo marito scopre il morbido pulito di Dinamo 3?».

1. Domestico: camera da letto moderna.



Tecnica narrativa

Ruolo

Aspetto esteriore

Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Casalinga.



1. Donna, 35.
2. Aspetto Físico/Abbigliamento: casual.
3. Make up/Cura dei capelli: naturale.



1. Fare la lavatrice.



1. Testimonianza diretta.
2. Ironia.



1. User/Authority.
2. Voice over: maschile.



1. Decontestualizzato.



#lavorodadonne #mamma
#sorriso #figlio #over60
#tradizione

Tecnica narrativa

Ruolo

Aspetto esteriore

Attività



1. Mamma.

1. Donna, 40.
2. Make up/Cura dei capelli: naturale.

1. Fare il bucato.

1. Maschio: 8.
2. Abbigliamento: camicia bianca e cappellino.



1. Donna, 70.
2. Abbigliamento: classico.
3. Accessori: collana e orecchini di perle.

1. Figlio.



1. Realismo di vita quotidiana.
2. Ritorno alle tradizioni.



1. Nonna.



1. Giocare: all'aperto.



1. Fare il bucato.

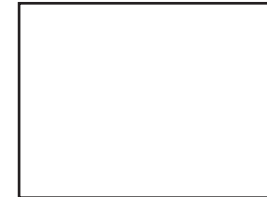


Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Tenerezza/Indulgenza: «Sai, lui si macchia sempre e io devo candeggiare».

1. Voice over: maschile.



1. Domestico: giardino.

1. Educazione/Autorevolezza: «prendi Mastro Lindo». «Sai come ci tiene la mamma».
2. Tenerezza/Indulgenza.

1. Opinione.





Tecnica narrativa

Ruolo

Aspetto esteriore

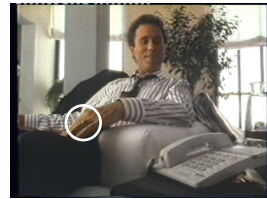
Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Marito.



1. Tenerezza/Indulgenza: con il cane.



1. Realismo di vita quotidiana.

1. Uomo, 40.
2. Abbigliamento: camicia e cravatta.
3. Accessori: fede al dito.



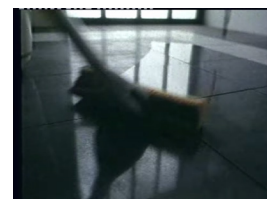
1. Domestico: grande casa moderna e alla moda.

1. Eroe.



1. Moglie: al telefono.

1. Donna, voce giovane.



1. Rilassarsi.
2. Pulire la cucina.
3. Lavare i pavimenti.
4. Pulizie generali.

1. Opinione.



1. Educazione/Autorevolezza: «prendi Mastro Lindo». «Sai come ci tiene la mamma».





Rex
Elettrodomestici

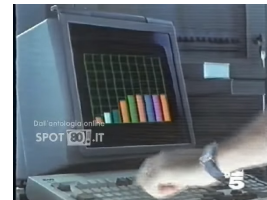


#fedaldito #educare
#lavorodadonne

Tecnica narrativa Ruolo Aspetto esteriore Attività



1. Professionista.
2. Marito.



1. Uomo, 40.
2. Abbigliamento: formale.
3. Accessori: fede al dito.

1. Lavorare.



1. Donna, voce giovane.
2. Abbigliamento: informale.
3. Make up/Cura dei capelli: naturale.
4. Accessori: fede al dito.



1. Preparare.

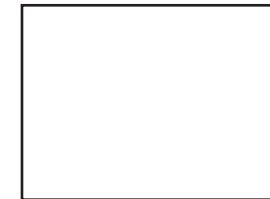
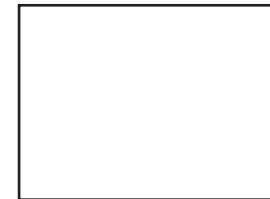


1. Realismo di vita quotidiana.

1. Moglie.



Reazione emotiva Interazione affettiva Competenza Contesto



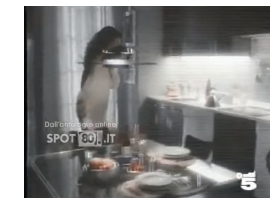
1. Voice over: maschile.



1. Extradomestico: lavorativo. (uomo)
2. Domestico: moderna e alla moda, elementi di design. (donna)

1. Opinione.

1. Educazione/Autorevolezza: «Perché li uso».





Rio casa mia
Detersivo per pavimenti
e pulizie generali



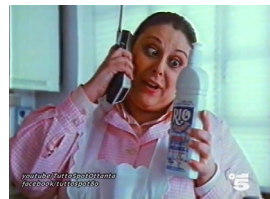
#lavorodadonne #educazione
#comicità #casalinga

Tecnica narrativa

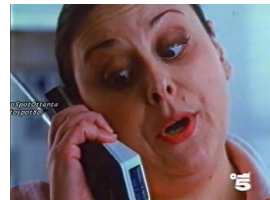
Ruolo

Aspetto esteriore

Attività



1. Domestica.



1. Donna, 40.
2. Abbigliamento: grembiule da domestica.
3. Make up/Cura dei capelli: naturale.

1. Pulizie generali.



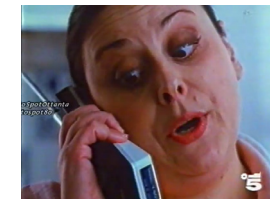
1. Realismo di vita quotidiana.
2. Comico/Ironico.

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Educazione/Autorevolezza: parla con la signora di casa.

1. Opinion.



1. Entusiasmo.



1. Domestico: interni borghesi.



Tecnica narrativa

Ruolo

Aspetto esteriore

Attività



1. Moglie.



1. Donna, 35.
2. Abbigliamento: camicia e pantaloni.
3. Make up/Cura dei capelli: naturale.
4. Accessori: collana, orecchini, fede al dito.



1. Donna, 70.
2. Abbigliamento: classico.
3. Accessori: spilla, orecchini di perle, fede al dito.

1. Fare il bucato.



1. Realismo di vita quotidiana.
2. Ritorno alle tradizioni.

1. Nonna.



Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Frustrazione.
2. Entusiasmo.

1. Voice over: maschile.



1. Domestico: cucina contemporanea, elementi tradizionali.

1. Opinione.

1. Educazione/Autorevolezza.



Dash liquido

Detersivo per lavatrice



#lavorodadonne #sorriso
#tradizione #over60 #fedeaddito
#giovane

Tecnica narrativa

Ruolo

Aspetto esteriore

Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Figlia.

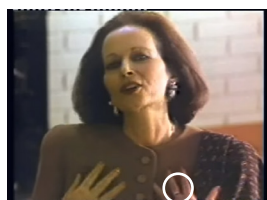


1. Donna, 30.
2. Abbigliamento: casual.
3. Make up/Cura dei capelli: naturale.



1. Donna, 60.
2. Abbigliamento: classico.
3. Make up/Cura dei capelli: evidente.
4. Accessori: orecchini, fede al dito.

1. Lavorare: artista.
2. Fare la lavatrice.



1. Mamma.



1. Disgusto.
2. Frustrazione «e io che sognavo di vederti sposata».

1. Educazione/Autorevolezza.
2. Indulgenza.



1. Opinion.
2. Voice over: maschile.

1. Domestico: open space, contemporaneo. laboratorio artistico.



Dash color
Detersivo per lavatrice



#fedeadlito #esperto
#lavorodadonne #italianità

Tecnica narrativa

Ruolo

Aspetto esteriore

Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Casalinga.
2. Moglie.



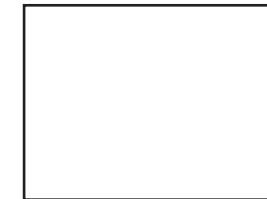
1. Donna, 45, accento toscano.
2. Abbigliamento: giacca e camicia fucsia.
3. Make up/cura dei capelli: naturale.
4. Accessori: orecchini, orologio, fede al dito.

1. Fare il bucato.

1. Realismo di vita quotidiana.
2. Testimonianza diretta.

1. Esperto.

1. Uomo, 45.
2. Abbigliamento: giacca e cravatta.



1. Indulgenza: per il marito, «Mio marito si è messo a fare il giardino e, pack, tutte le macchie qua davanti».



1. User/Authority.
2. Voice over maschile.



1. Extradomestico: campo sportivo.
2. Domestico: terrazzo.

1. Factual.





Tecnica narrativa Ruolo Aspetto esteriore Attività



- 1. Moglie.
- 2. Mamma.



- 1. Donna, 40.
- 2. Abbigliamento: abito, formale.
- 3. Make up/Cura dei capelli: naturale.
- 4. Accessori: orologio, spilla, fede al dito.



- 1. Lavare i pavimenti.



- 1. Uomini, 40-10.
- 2. Abbigliamento: informale.

- 1. Rilassarsi.



- 1. Realismo di vita quotidiana.

- 1. Marito.
- 2. Figlio.



Reazione emotiva Interazione affettiva Competenza Contesto



- 1. Soddisfazione.



- 1. Tenerezza/Indulgenza: verso marito e figlio.



- 1. Opinion.
- 2. Voice over: maschile.



- 1. Domestico: salotto, contemporaneo con gusto classico.



- 1. Tenerezza/Indulgenza: ricevono.





Tecnica narrativa

Ruolo

Aspetto esteriore

Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Moglie.



- 1. Donna, 30.
- 2. Abbigliamento: formale.
- 3. Make up/Cura dei capelli: naturale, evidente.
- 4. Accessori: orecchini di perle.

- 1. Prendersi cura del figlio.
- 2. Fare la lavatrice.

1. Tenerezza/Indulgenza.

- 1. User/Authority.
- 2. Voice over: maschile.

1. Domestico.

1. Realismo di vita quotidiana.

1. Marito.

- 1. Uomo, 35.
- 2. Abbigliamento: informale.

- 1. Prendersi cura del figlio.

1. Tenerezza.





Tecnica narrativa

Ruolo

Aspetto esteriore

Attività



1. Moglie.



- 1. Donna, 30.
- 2. Abbigliamento: informale, jeans.
- 3. Make up/Cura dei capelli: naturale.
- 4. Accessori: orologio, fede al dito.

- 1. Pulizie generali.
- 2. Pulire il pavimento.



1. Realismo di vita quotidiana.

1. Marito.

- 1. Uomo, 35.
- 2. Abbigliamento: informale.

1. Riordinare.



Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Indulgenza.



- 1. Preoccupazione.
- 2. Soddisfazione.

- 1. User/Authority.
- 2. Voice over: maschile.

1. Domestico: casa contemporanea, giovanile.

1. Indifferenza.



Ace gentile

Detersivo per lavatrice



#lavorodadonne #sorriso #over60 #tradizione #fedeadito

Tecnica narrativa

Ruolo

Aspetto esteriore

Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Moglie.



1. Fare il bucato.



1. Donna, 35.
2. Abbigliamento: camicia e pantaloni.
3. Make up/Cura dei capelli: naturale.
4. Accessori: fede al dito.



1. Donna, 70.
2. Abbigliamento: classico.
3. Cura dei capelli: evidente.
4. Accessori: collana di perle, fede al dito.

1. Realismo di vita quotidiana.
2. Ritorno alle tradizioni.

1. Nonna.



1. Preoccupazione.
2. Entusiasmo.



1. Educazione/Autorevolezza: da nonna.



1. Voice over: maschile.



1. Domestico: patio moderno, tocco tradizionale.

1. Opinione.

1. Educazione/Autorevolezza.



Fabuloso
Detersivo per lavatrice



#ironia #lavorodadonne
#sorriso

Tecnica narrativa

Ruolo

Aspetto esteriore

Attività



1. Casalinga.

1. Donna, 35.
2. Abbigliamento: casual camicia.
3. Make up/Cura dei capelli: naturale.
4. Accessori: collana di perle.



1. Ironico.
2. Realismo di vita quotidiana.



1. Lavare i pavimenti.
2. Pulire la cucina.
3. Pulire il bagno.

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Soddisfazione.



1. User/Authority.
2. Voice over maschile.



1. Domestico: casa borghese.

Ajax gel 2 in 1

Detersivo per pulizie generali



#lavorodadonna #sorriso
#mamma #figlia #responsabilità

Tecnica narrativa

Ruolo

Aspetto esteriore

Attività

Reazione emotiva

Interazione affettiva

Competenza

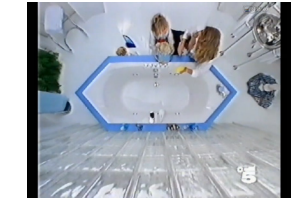
Contesto



1. Mamma.



1. Opinion.
2. Voice over: maschile.



1. Domestico: moderno.



1. Donna, 40.
2. Abbigliamento: informale.
3. Make up/Cura dei capelli: naturale.
4. Accessori: orologio, fede al dito.



1. Prendersi cura dei figli.
2. Pulizie generali.

1. Giocare: al chiuso.



1. Realismo di vita quotidiana.

1. Figlia.

1. Donna, 8.
2. Abbigliamento: informale.



1. Tenerezza/Indulgenza: riceva da parte della mamma.



Bio Spray

Detersivo per bucato



#sorriso #scherzo #italianità

Tecnica narrativa

Ruolo

Aspetto esteriore

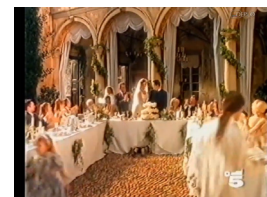
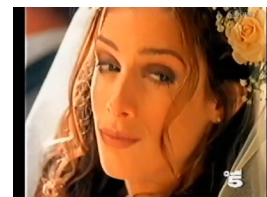
Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Moglie..



1. Giocare: con un bambino.



1. Voice over: maschile.

1. Extradomestico: matrimonio.



- 1. Donna, 30.
- 2. Abbigliamento: abito da sposa.
- 3. Make up/Cura dei capelli: evidente.
- 4. Accessori: orecchini.

- 1. Tenerezza/Indulgenza.
- 2. Scherzo



1. Realismo di vita quotidiana.

1. Giocare: all'aperto.



1. Figlio.

- 1. Uomo, 10.
- 2. Abbigliamento: formale.



Cera Emulsio

Detersivo per pavimenti



Tecnica narrativa

Ruolo

Aspetto esteriore

Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Domestica.

- 1. Donna, 50.
- 2. Abbigliamento: grembiule.
- 3. Make up/Cura dei capelli: naturale.
- 4. Accessori: orecchini.

1. Lavare i pavimenti.



1. Realismo di vita quotidiana.

- 1. Donna, 30.
- 2. Abbigliamento: formale.
- 3. Make up/Cura dei capelli: evidente, naturale.



1. Figlia.



- 1. Educazione.
- 2. Complicità: «a pagare ci pensa papà».

1. Opinione.



1. Domestico: villa borghese.

1. Complicità.



Dinamo 3

Detersivo per lavatrice



#lavorodadonne #sorriso #esper-
ta

Tecnica narrativa

Ruolo

Aspetto esteriore

Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Esperta.

- 1. Donna, 40.
- 2. Abbigliamento: formale.
- 3. Accessori: orecchini.
- 4. Make up/Cura dei capelli: evidente, naturale.



- 1. Single.
- 2. Moglie.
- 3. Mamma.

- 1. Donne, 35-45.
- 2. Abbigliamento: formale, informale.
- 3. Make up/Cura dei capelli: naturale.
- 4. Accessori: orecchini, collana di perle.



- 1. Fare la spesa.
- 2. Prendersi cura dei figli.

1. Parla l'esperto.



- 1. Extradomestico: tempo libero.



Dash
Detersivo per lavatrice



#professionista #lavorodadonne

Tecnica narrativa

Ruolo

Aspetto esteriore

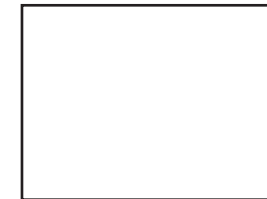
Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Professionista.



1. Lavorare.



- 1. Donna, 40.
- 2. Abbigliamento: formale da lavoro.
- 3. Accessori: collana di perle, bracciali, fede al dito.
- 4. Make up/Cura dei capelli: naturale.



1. Realismo di vita quotidiana.

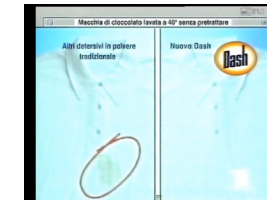
1. Lavoratrici: cameriere.

- 1. Donne, 30.
- 2. Abbigliamento: formale.
- 3. Make up/Cura dei capelli: naturale.

1. Lavare i panni.



1. Soddisfazione.



- 1. Opinion.
- 2. Voice over: maschile.



1. Extradomestico: lavorativo.





Tecnica narrativa Ruolo Aspetto esteriore Attività



1. Amica.

1. Donna, 30.
2. Abbigliamento: informale.
3. Accessori: orecchini.
4. Make up/Cura dei capelli: naturale.

1. Lavare i piatti.



1. Donne, 30.
2. Abbigliamento: informale.
3. Make up/Cura dei capelli: naturale.

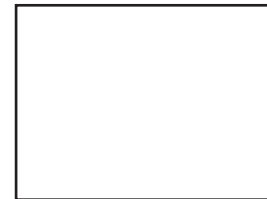
1. Realismo di vita quotidiana.



1. Amiche.



Reazione emotiva Interazione affettiva Competenza Contesto



1. Complicità.
2. Educazione.

1. Opinione.
2. Voice over: maschile.

1. Domestico.

1. Specchiarsi.

1. Complicità.





Viakal
Anticalcare



#amiche #sorriso #educare #coinquilini

Tecnica narrativa

Ruolo

Aspetto esteriore

Attività



1. Amica.

1. Donna, 25.
2. Abbigliamento: informale.
3. Accessori: orecchini.
4. Make up/Cura dei capelli: naturale.

1. Riordinare.



1. Realismo di vita quotidiana.

1. Donne, 25-30.
2. Abbigliamento: informale.
3. Make up/Cura dei capelli: naturale.



1. Amiche.

1. Pulire casa.



Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Soddisfazione.



1. Complicità.
2. Educazione.



1. Opinione.
2. Voice over: maschile.



1. Domestico: giovanile.



1. Entusiasmo.

1. Complicità.



Ava doppia azione

Detersivo per lavatrice



#testimonial #educare
#lavorodadonne #fedaldito

Tecnica narrativa Ruolo Aspetto esteriore Attività



1. Testimonial: calimero.



1. Fare la lavatrice.



1. Pulcino.



- 1. Donna, 40.
- 2. Abbigliamento: informale.
- 3. Make up/Cura dei capelli: naturale.
- 4. Accessori: fede al dito.

- 1. Realismo di vita quotidiana.
- 2. Animazione.

1. Casalinga.



Reazione emotiva Interazione affettiva Competenza Contesto



1. Educazione/Autorevolezza.



1. Factual.
2. Voice over: maschile.



1. Domestico: casa con giardino.

- 1. Disappunto.
- 2. Felicità.



1. Minaccia.

1. User/Authority.



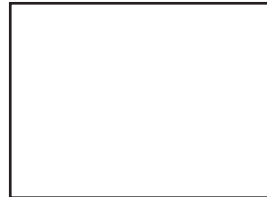


Tecnica narrativa

Ruolo

Aspetto esteriore

Attività



1. Eroe: agente segreto.



- 1. Uomo, 30.
- 2. Abbigliamento: informale.



- 1. Donna, 30.
- 2. Abbigliamento: formale, vestito corto.
- 3. Make up/Cura dei capelli: evidente, naturale.
- 4. Accessori: orecchini.



1. Fantasia/Azione.



1. Lavoratrice.

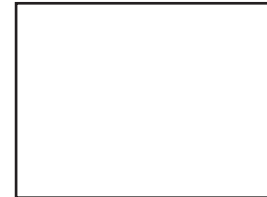


Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Seduzione.

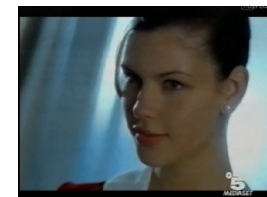


- 1. Factual.
- 2. Voice over: maschile.



1. Extradomestico: lavorativo.

1. Seduzione.



Sole marsiglia

Detersivo per lavatrice



#sorriso #seduzione

Tecnica narrativa

Ruolo

Aspetto esteriore

Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Single.



1. Fare la spesa.



1. Uomo, 30.
2. Abbigliamento: informale.



1. Donna, 30.
2. Abbigliamento: informale, décolleté, vestito corto.
3. Make up/Cura dei capelli: naturale.
4. Accessori: orecchini.

1. Realismo di vita quotidiana.

1. Fare la spesa.



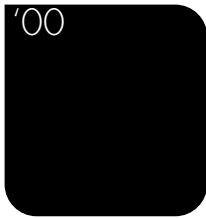
1. Felicità.



1. Seduzione.

1. Single.





Omino Bianco
Detersivo per lavatrice



#eroe #fedeaddito

Tecnica narrativa

Ruolo

Aspetto esteriore

Attività



1. Casalinga.



1. Donna, 40.
2. Abbigliamento: casual classico.
3. Make up/Cura dei capelli: naturale.
4. Accessori: fede al dito.

1. Fare la lavatrice.



1. Realismo di vita quotidiana.
2. Animazione.

1. Eroe.
2. Testimonial: Omino Bianco.

1. Uomo, --.



Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Soddisfazione.



1. Complicità: «Ti devo proprio ringraziare».



1. User/Authority.
2. Voice over: maschile.



1. Domestico: casa contemporanea.



1. Complicità.

1. Factual.



Sesto senso Whirlpool

Lavatrice



#dea #seduzione

Tecnica narrativa

Ruolo

Aspetto esteriore

Attività



1. Dea.



1. Donna, 30.
2. Abbigliamento: abito divino.
3. Make up/Cura dei capelli: evidente.



1. Futuristico/Fantasia.

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Seduzione.



1. Voice over: femminile.



1. Extradomestico: naturalistico.

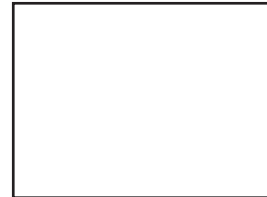
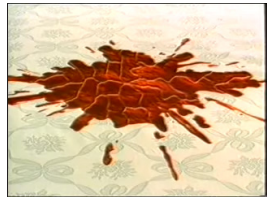


Tecnica narrativa

Ruolo

Aspetto esteriore

Attività



1. Testimonial: calimero.

1. Pulcino.



1. Donna, 40.
2. Abbigliamento: elegante
3. Make up/Cura dei capelli: evidente.
4. Accessori: collana, orecchini.



1. Ironico.
2. Animazione.
3. Realismo di vita quotidiana.

1. Proprietaria di casa.



1. Preparare.

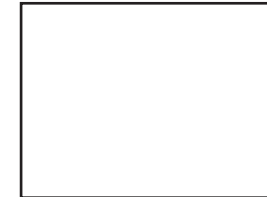


Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Educazione/Autorevolezza.



1. Factual.
2. Voice over: maschile.



1. Extradomestico: festa elegante.

1. Soddisfazione.



Viakal WC gel
Anticalcare



#casalinga #muta

Tecnica narrativa

Ruolo

Aspetto esteriore

Attività



1. Casalinga.



1. Pulire il bagno.



- 1. Donna, 40.
- 2. Abbigliamento: casual classico.
- 3. Make up/Cura dei capelli: naturale.

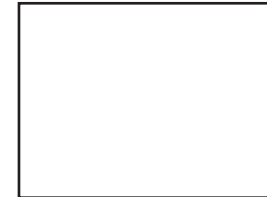
- 1. Ironico.
- 2. Realismo di vita quotidiana.

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Soddisfazione.



- 1. User/Authority.
- 2. Voice over: femminile.

1. Domestico: bagno.

Dixan liquido

Detersivo per lavatrice



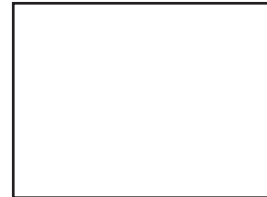
#mamma #figlio

Tecnica narrativa

Ruolo

Aspetto esteriore

Attività



1. Mamma.



- 1. Donna, 40.
- 2. Abbigliamento: casual.
- 3. Make up/Cura dei capelli: naturale.



1. Realismo di vita quotidiana.

1. Figlio.



- 1. Uomo. 8.
- 2. Abbigliamento: informale.

1. Giocare.



Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Frustrazione.



1. Tenerezza/Indulgenza.



1. Voice over maschile.



1. Extradomestico: tempo libero.



Smac Sgrassatore



Tecnica narrativa

Ruolo

Aspetto esteriore

Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Casalinga.



1. Pulire la cucina.



- 1. Donna, 35.
- 2. Abbigliamento: casual.
- 3. Make up/Cura dei capelli: naturale.

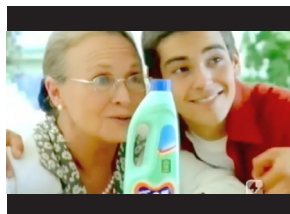


1. Domestico: cucina moderna.

- 1. Opinion.
- 2. Voice over maschile.

- 1. Realismo di vita quotidiana.
- 2. Testimonianza diretta.

Ace gentile
Detersivo per lavatrice



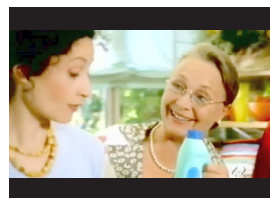
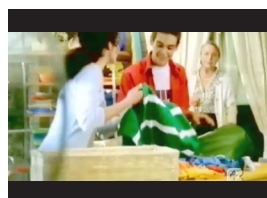
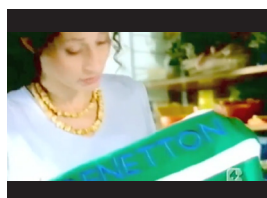
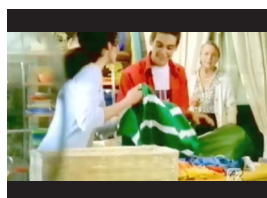
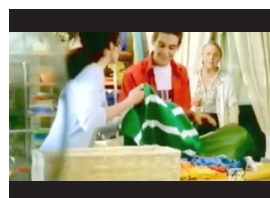
#mamma #figlio #tradizione
#over60

Tecnica narrativa

Ruolo

Aspetto esteriore

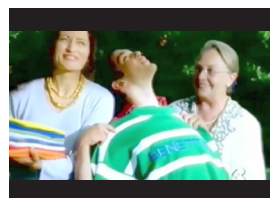
Attività



1. Mamma.

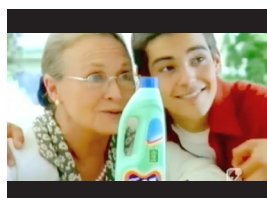
1. Donna, 45.
2. Abbigliamento: casual.
3. Make up/Cura dei capelli: naturale.
4. Accessori: collana.

1. Lavare i panni.



1. Realismo di vita quotidiana.

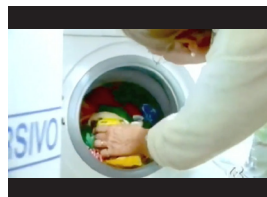
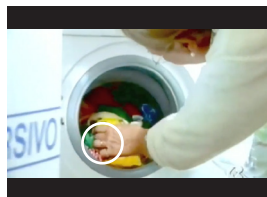
1. Uomo, 17.
2. Abbigliamento: casual.



1. Figlio.

1. Donna: 70.
2. Abbigliamento: informale, classico.
3. Cura dei capelli: evidente.
4. Accessori: orecchini, collana, fede al dito.

1. Nonna.



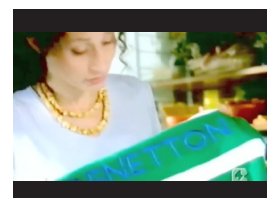
1. Fare la lavatrice.

Reazione emotiva

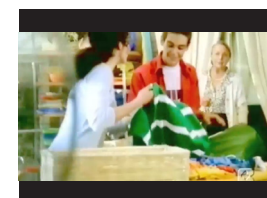
Interazione affettiva

Competenza

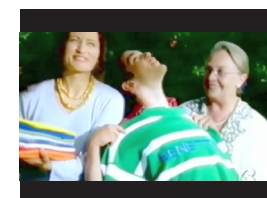
Contesto



1. Frustrazione.

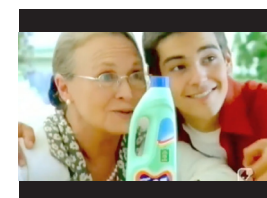


1. Tenerezza/Indulgenza.

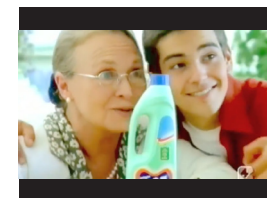


1. Opinione.
2. Voice over: maschile.

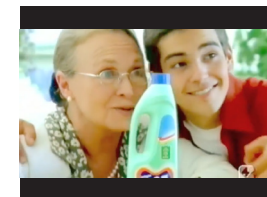
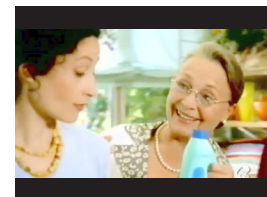
1. Mammismo.



1. Tenerezza/Indulgenza.
2. Educazione/Autorevolezza.
3. Complicità.



1. Opinione.



Dash
Detersivo per lavatrice



Tecnica narrativa

Ruolo

Aspetto esteriore

Attività



1. Casalinga.



1. Lavare i panni.



- 1. Donna, 50, accento regionale.
- 2. Abbigliamento: casual.
- 3. Make up/Cura dei capelli: naturale.
- 4. Accessori: parure.

- 1. Uomo e Donna: 50-55.
- 2. Abbigliamento: informale, giaccone invernale.

1. Testimonials: Patrizio Roversi e Syusy Blady.



Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Soddisfazione.



1. Educazione/Autorevolezza.



1. Opinion.



1. Domestico: esterno, casa di montagna.



1. Entusiasmo.



Lip Woolite
Detersivo per lavatrice

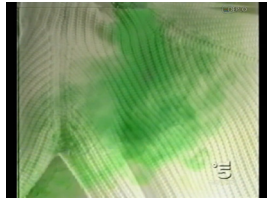
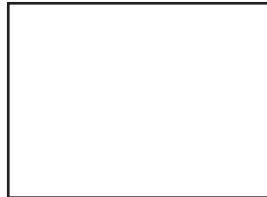


Tecnica narrativa

Ruolo

Aspetto esteriore

Attività



1. Decontestualizzato.



1. Donna, 35.
2. Abbigliamento: assente.
3. Make up/Cura dei capelli: naturale.



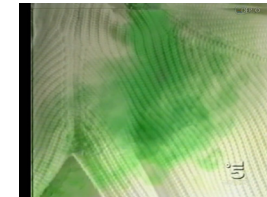
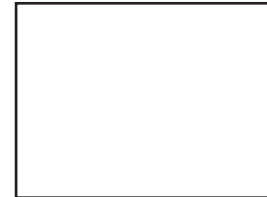
1. Decontestualizzato.

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Seduzione.



1. Voice over: femminile.
2. Voice over: maschile.

1. Decontestualizzato.



Tecnica narrativa

Ruolo

Aspetto esteriore

Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Amica.



1. Entusiasmo.



- 1. Donna, 30.
- 2. Abbigliamento: casual.
- 3. Make up/Cura dei capelli: naturale.



1. Educazione.

- 1. Opinione.
- 2. Voice over: femminile.

1. Domestico: casa contemporanea, borghese.



1. Amici.

- 1. Donne e uomini, 30.
- 2. Abbigliamento: casual.

- 1. Giocare.
- 2. Spolverare.

- 1. Realismo di vita quotidiana.
- 2. Ironia.



1. Giocare.





Tecnica narrativa

Ruolo

Aspetto esteriore

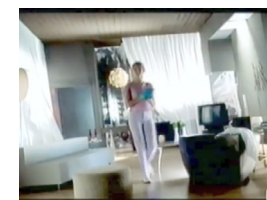
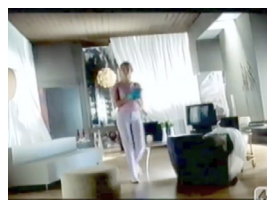
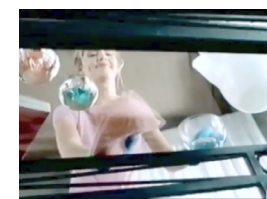
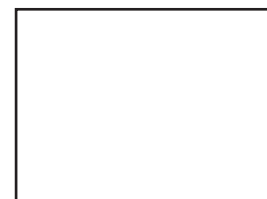
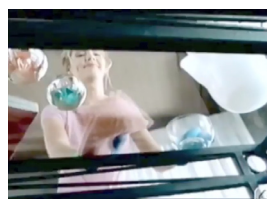
Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Esperta.
2. Fidanzata.

1. Donna, 35.
2. Abbigliamento: formale e casual.
3. Make up/Cura dei capelli: evidente.

1. Pulire casa.

1. Seduzione.



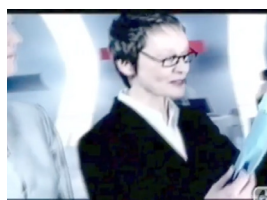
1. Extradomestico: laboratorio futuristico.
2. Domestico: casa contemporanea.



1. Esperta.

1. Donna, 40.
2. Abbigliamento: formale.
3. Make up/Cura dei capelli: evidente.

1. Fantasia.
2. Realismo di vita quotidiana.



1. Soddisfazione.

1. Factual.





Tecnica narrativa

Ruolo

Aspetto esteriore

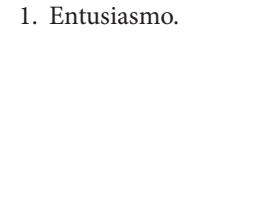
Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Esperto.

1. Uomini, 35.
2. Abbigliamento: casual, testimonial.

1. Entusiasmo.

1. Educazione/Autorevolezza.

1. Factual.
2. Voice over maschile.



1. Passanti.

1. Donne e Uomini, 30-50.
2. Abbigliamento: vario.

1. Frustrazione.
2. Entusiasmo.



1. Extradomestico: città.

1. Ironico.
2. Parla l'esperto.





Tecnica narrativa	Ruolo	Aspetto esteriore	Attività
	1. Professionista: pompieri.		
		1. Uomo, 30. 2. Abbigliamento: tuta da lavoro.	1. Lavorare. 2. Pulizie generali.
	1. Professionisti: pompieri.	1. Uomo, 45-55. 2. Abbigliamento: tuta da lavoro.	
1. Ironico. 2. Realismo di vita quotidiana.			1. Lavorare.

Reazione emotiva	Interazione affettiva	Competenza	Contesto
1. Disgusto.			1. Extradomestico: lavorativo.
		1. User/Authority. 2. Voice over maschile.	



Tecnica narrativa

Ruolo

Aspetto esteriore

Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Mamma.



1. Passare l'aspirapolvere.

- 1. Ironico.
- 2. Realismo di vita quotidiana.



- 1. Donna, 45.
- 2. Abbigliamento: casual classico, tacchi.
- 3. Accessori: orologio e collana.
- 4. Make up/Cura dei capelli: naturale.

1. Figlio.



1. Adolescente.



1. Giocare.



1. Frustrazione.

1. Educazione.



1. Domestico: camera disordinata del figlio.

- 1. User/Authority.
- 2. Voice over maschile.
- 3. «Stanca di piegarti?».

1. Indifferenza.



Mr Muscolo
Detersivo abrasivo



#puliscelui #ironia #maldestro
#cane

Tecnica narrativa

Ruolo

Aspetto esteriore

Attività



1. Single.



1. Uomo, 35.
2. Abbigliamento: casual.
3. Cura dei capelli: trasandato.

1. Lavare i piatti.
2. Lavare il cane.



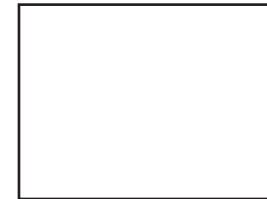
1. Ironico.
2. Realismo di vita quotidiana.

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Frustrazione/Disgusto.
2. Entusiasmo.



1. Voice over maschile.

1. Domestico: cucina contemporanea.



Tecnica narrativa

Ruolo

Aspetto esteriore

Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Mamma.

- 1. Donna, 40.
- 2. Abbigliamento: informale.
- 3. Make up/Cura dei capelli: naturale.
- 4. Accessori: orecchini.



1. Tenerezza/Indulgenza.



1. Domestico: contemporaneo.



- 1. User/ Authority.
- 2. Voice over: femminile.



1. Realismo di vita quotidiana.

- 1. Pulire la cucina.
- 2. Prendersi cura dei figli.

1. Figli.

- 1. Maschi, 8.
- 2. Abbigliamento: informale.

1. Mangiare.





Tecnica narrativa

Ruolo

Aspetto esteriore

Attività



1. Esperta.



1. Donna, 40.
2. Abbigliamento: formale, tacchi.
3. Make up/Cura dei capelli: naturale.
4. Accessori: orecchini.

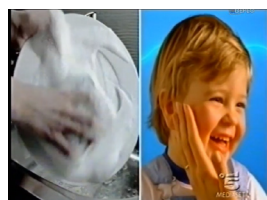
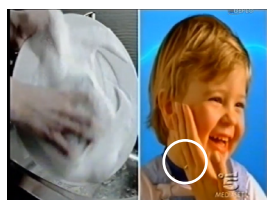
1. Lavare i piatti.
2. Prendersi cura del figlio.
3. Rilassarsi.



1. Donna,--.
2. Accessori: fede al dito.



1. Parla l'esperto.



1. Mamma.



Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Decontestualizzato.

1. Factual. «Se non sei soddisfatta, Rex-Electrolux ti rimborsa».
2. Voice over maschile.



Rio melaceto

Detersivo per pulizie generali



Tecnica narrativa

Ruolo

Aspetto esteriore

Attività



1. Esperto.

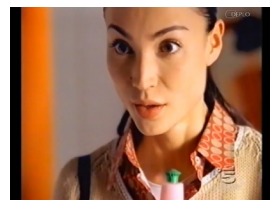


- 1. Uomo, 55.
- 2. Abbigliamento: casual classico.
- 3. Accessori: orologio e collana.



- 1. Ironico.
- 2. Realismo di vita quotidiana.

- 1. Donna, 30.
- 2. Abbigliamento: casual.
- 3. Make up/Cura dei capelli: naturale.



1. Domestica.



Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Entusiamo.



1. Educazione.



- 1. Factual.
- 2. Voice over: maschile.



1. Domestico: casa borghese, moderna.





Tecnica narrativa

Ruolo

Aspetto esteriore

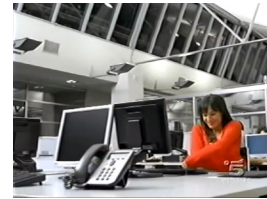
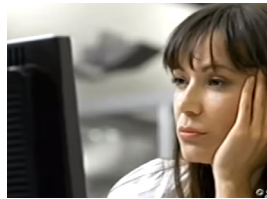
Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Mamma.



- 1. Donna, 35.
- 2. Abbigliamento: casual.
- 3. Make up/Cura dei capelli: naturale.



- 1. Lavorare.
- 2. Giocare: con il figlio.
- 3. Rilassarsi.



- 1. Tenerezza/Indulgenza.
- 2. Scherzo.



- 1. Opinion.
- 2. Voice over: femminile della protagonista.



- 1. Extradomestico: lavorativo.
- 2. Extradomestico: tempo libero.
- 3. Domestico: giardino.

- 1. Realismo di vita quotidiana.

Vaporetto Polti

Pulitore a vapore



#papà #figlio #nonna #falui

Tecnica narrativa

Ruolo

Aspetto esteriore

Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Papà.



1. Passare l'aspirapolvere.



1. Realismo di vita quotidiana.

- 1. Uomo, 35.
- 2. Abbigliamento: casual.
- 3. Accessori: fede al dito.

- 1. Educazione.
- 2. Indulgenza.

- 1. Opinione.
- 2. Voice over: maschile.

- 1. Domestico: casa contemporanea.

1. Figlio.



1. Giocare.



- 1. Donna, 30.
- 2. Abbigliamento: formale.
- 3. Make up/Cura dei capelli: naturale.

1. Nonna.





Tecnica narrativa	Ruolo	Aspetto esteriore	Attività	Reazione emotiva	Interazione affettiva	Competenza	Contesto
	1. Moglie/Mamma.						
		<ol style="list-style-type: none"> 1. Donna, 35. 2. Abbigliamento: casual. 3. Make up/Cura dei capelli: naturale. 4. Accessori: fede al dito. 	<ol style="list-style-type: none"> 1. Disinfettare. 2. Prendersi cura dei figli. 		<ol style="list-style-type: none"> 1. Tenerezza/Indulgenza. 2. Complicità. 	<ol style="list-style-type: none"> 1. Opinione. 2. Voice over: femminile. 	<ol style="list-style-type: none"> 1. Domestico: casa moderna.
	1. Figlia.						
<ol style="list-style-type: none"> 1. Realismo di vita quotidiana. 2. Testimonianza diretta. 	1. Marito.	<ol style="list-style-type: none"> 1. Uomo, 35. 2. Abbigliamento: informale. 	<ol style="list-style-type: none"> 1. Prendersi cura del figlio. 		<ol style="list-style-type: none"> 1. Tenerezza/Indulgenza. 2. Complicità. 		



Finish
Detersivo per lavastoviglie



#mamma #lavorodadonne #muta

Tecnica narrativa

Ruolo

Aspetto esteriore

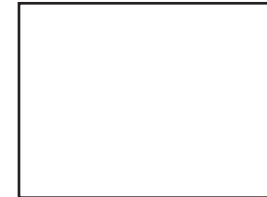
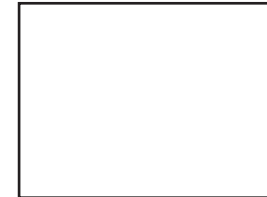
Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Moglie/Mamma.



1. Donna, 40.
2. Abbigliamento:
casual.



1. Lavare i piatti.
2. Fare la lavastoviglie.



1. Domestico: cucina
contemporanea.

1. User/Authority.
2. Voice over maschile.



1. Realismo di vita
quotidiana.

Lysoform

Detersivo per pavimenti



#mamma #responsabilità #figlio
#sorriso #muta

Tecnica narrativa

Ruolo

Aspetto esteriore

Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Mamma.



1. Donna, 40.
2. Abbigliamento: casual, classico.
3. Make up/Cura dei capelli: naturale.

1. Prendersi cura del figlio.
2. Lavare i pavimenti.

1. Tenerezza/Indulgenza.

1. User/Authority.
2. Voice over: maschile.

1. Domestico: casa contemporanea, classica.



1. Maschio, 10.
2. Abbigliamento: informale.

1. Giocare: all'aperto.



1. Figlio.



1. Maschio, 10.
2. Abbigliamento: informale.

1. Lavorare.

1. Realismo di vita quotidiana.
2. Ironia.

1. Professionista lavoratore: idraulico.





Tecnica narrativa

Ruolo

Aspetto esteriore

Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Mamma.



1. Donna, 40.
2. Abbigliamento: casual.
3. Make up/Cura dei capelli: naturale.

1. Prendersi cura dei figli.

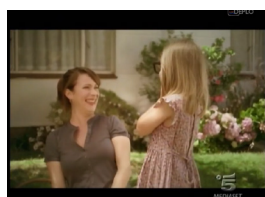


1. Figli.

1. Maschio, femmina: 10-8.
2. Abbigliamento: informale, vestito per la bambina.

1. Giocare: all'aperto.

1. Realismo di vita quotidiana.

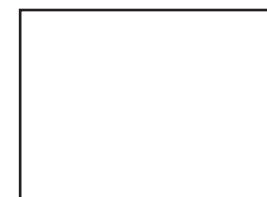
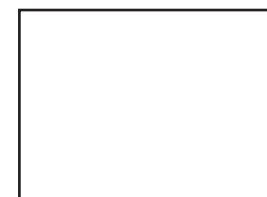


1. Tenerezza/Indulgenza.

1. User/Authority.
2. Voice over: maschile.

1. Domestico: casa con giardino.

1. Complicità.



'09

Omino Bianco

Detersivo per lavatrice



#seduzione #muta

Tecnica narrativa

Ruolo

Aspetto esteriore

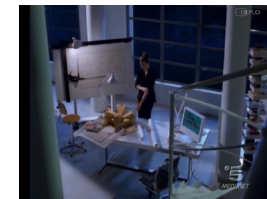
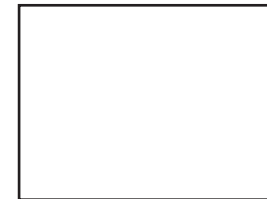
Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Lavoratrice.



1. Donna, 30.
2. Abbigliamento: formale.
3. Make up/Cura dei capelli: evidente.



1. Lavorare.
2. Fare la lavatrice.



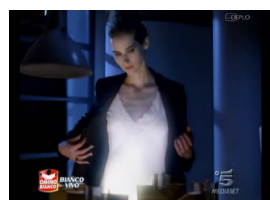
1. Seduzione.



1. User/Authority.
2. Voice over: maschile.



1. Extradomestico: lavorativo.
2. Decontestualizzato.



1. Realismo di vita quotidiana.

Dash Ecodosi
Detersivo per lavatrice



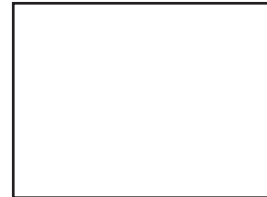
#testimoniai #esperta #comicità
#fedeaddito

Tecnica narrativa

Ruolo

Aspetto esteriore

Attività



1. Testimoniai: Fabio De Luigi.



- 1. Uomo, 45.
- 2. Abbigliamento: formale, casual.

- 1. Donna, 35.
- 2. Abbigliamento: informale.
- 3. Make up/Cura dei capelli: naturale, raccolti.
- 4. Accessori: collana, fede al dito.

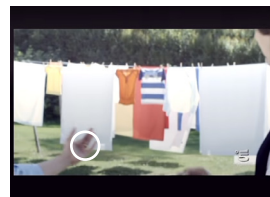
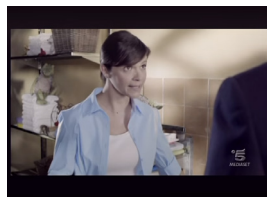


- 1. Realismo di vita quotidiana.
- 2. Comicità.

1. Casalinga.



1. Fare la lavatrice.

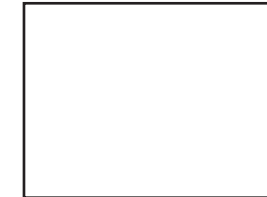


Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Voice over: maschile.



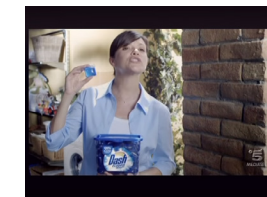
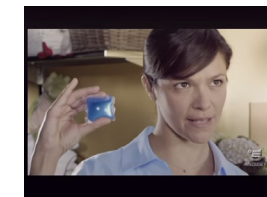
1. Domestico: casa con patio e giardino.

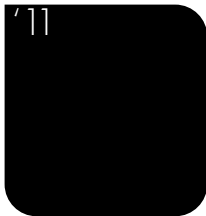


- 1. Frustrazione.
- 2. Entusiasmo.

1. Educazione.

1. Opinione.





Tecnica narrativa

Ruolo

Aspetto esteriore

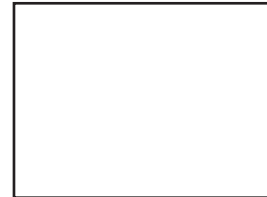
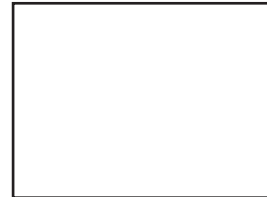
Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Esperto.



1. Lavorare.



1. Uomo, 50. Accento regionale
2. Abbigliamento: da lavoro.

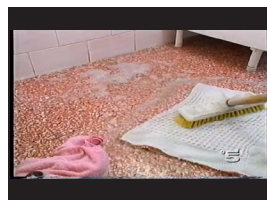
1. Donna, 45, accento regionale.
2. Abbigliamento: informale.
3. Make up/Cura dei capelli: naturale.
4. Accessori: collana, orecchini.

1. Lavare i pavimenti.

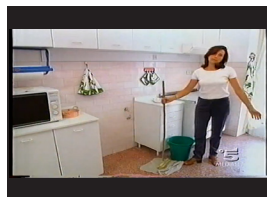
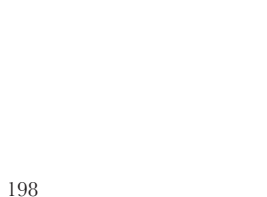


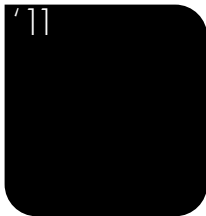
1. Realismo di vita quotidiana.
2. Parla l'esperto.

1. Casalinga.



1. Frustrazione.





Sole
Detersivo per lavatrice



#ironia

Tecnica narrativa

Ruolo

Aspetto esteriore

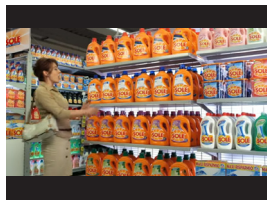
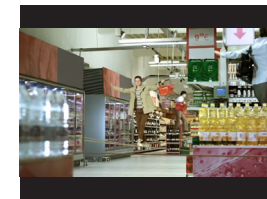
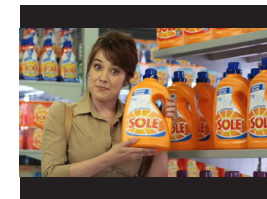
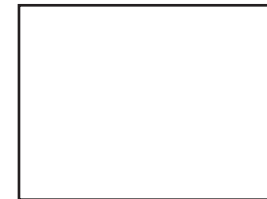
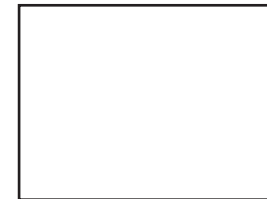
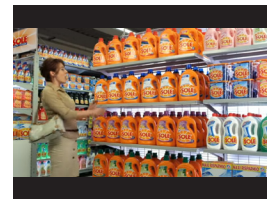
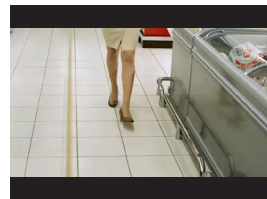
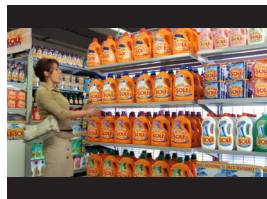
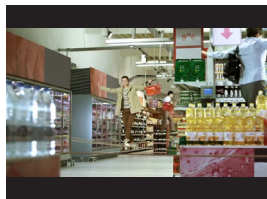
Attività

Reazione emotiva

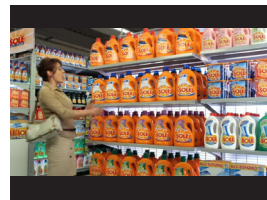
Interazione affettiva

Competenza

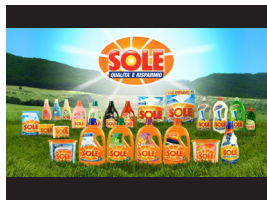
Contesto



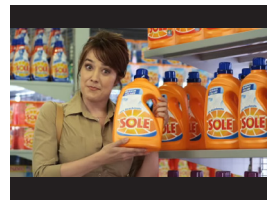
1. Casalinga.



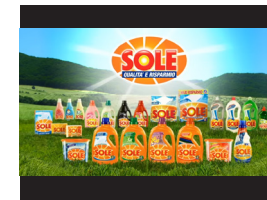
1. Fare la spesa.



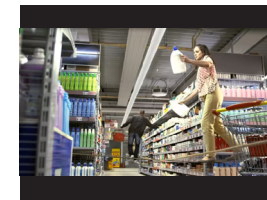
1. Realismo di vita quotidiana.
2. Ironia.



1. Donna, 40.
2. Abbigliamento: formale.
3. Make up/Cura dei capelli: naturale, raccolti.
4. Accessori: collana.



1. Opinion.
2. Voice over: maschile.



1. Extradomestico: tempo libero, supermercato.

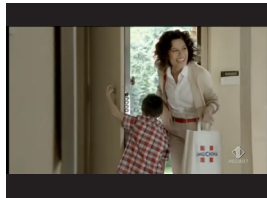
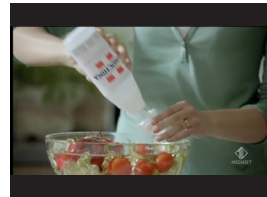
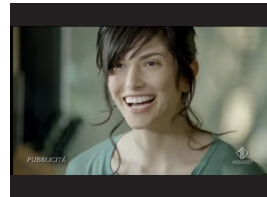
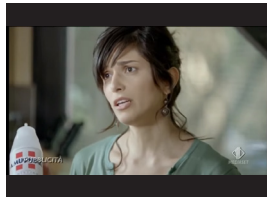


Tecnica narrativa

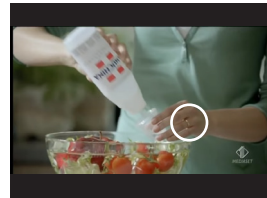
Ruolo

Aspetto esteriore

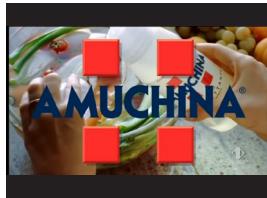
Attività



1. Moglie/Mamma.



1. Disinfettare.



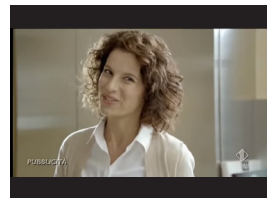
- 1. Donna, 35.
- 2. Abbigliamento: informale.
- 3. Make up/Cura dei capelli: naturale.
- 4. Accessori: orecchini, fede al dito.



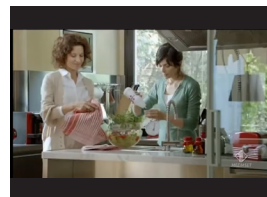
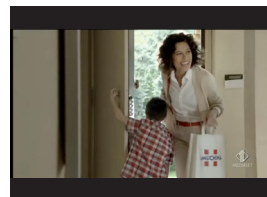
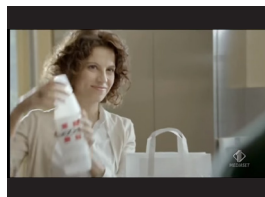
- 1. Donna, 40.
- 2. Abbigliamento: informale, classico.
- 3. Make up/Cura dei capelli: naturale.

1. Realismo di vita quotidiana.

1. Amica/Sorella.



1. Riordinare.

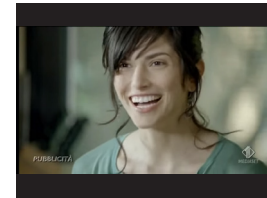
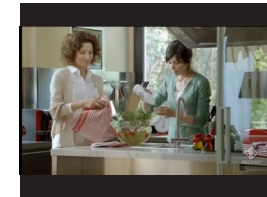
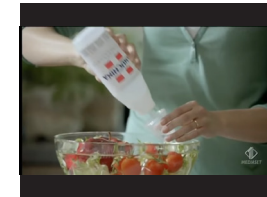
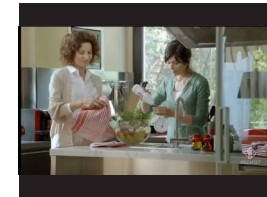
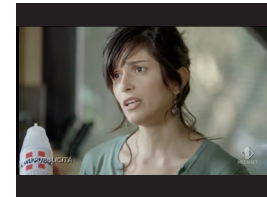


Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Complicità.



- 1. User/Authority.
- 2. Voice over: maschile.

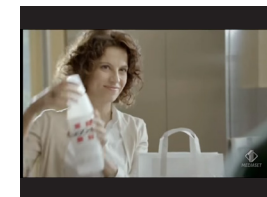
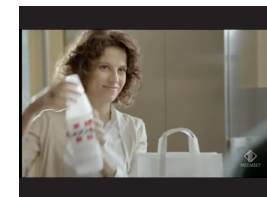


1. Domestico: casa contemporanea.

- 1. Frustrazione.
- 2. Entusiasmo.

1. Complicità.

1. User/Authority.





Tecnica narrativa

Ruolo

Aspetto esteriore

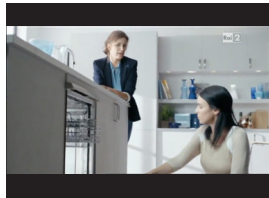
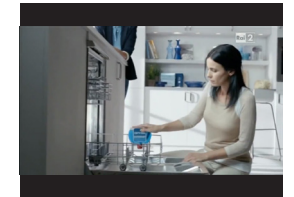
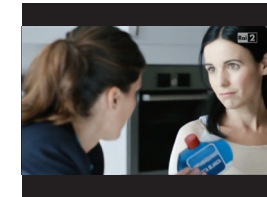
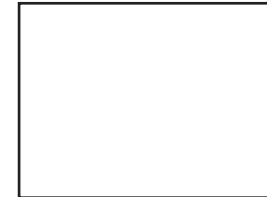
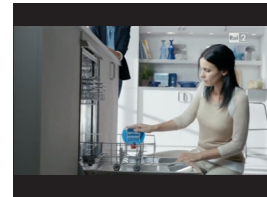
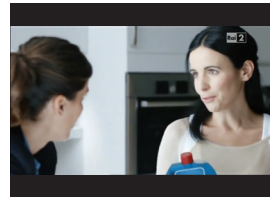
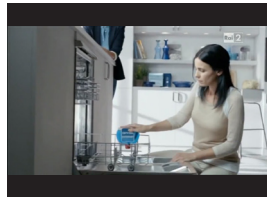
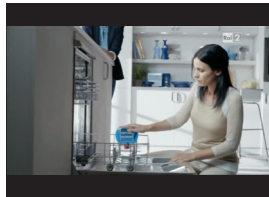
Attività

Reazione emotiva

Interazione affettiva

Competenza

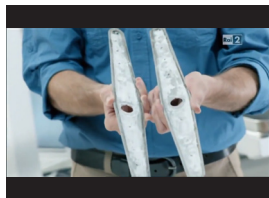
Contesto



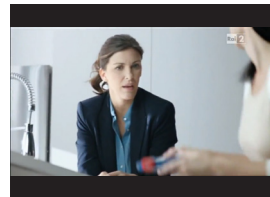
1. Casalinga.

1. Donna, 35.
2. Abbigliamento: informale, classico.
3. Make up/Cura dei capelli: naturale.

1. Manutenzione lavastoviglie.



1. Amica.



1. Donna, 35.
2. Abbigliamento: formale.
3. Make up/Cura dei capelli: naturale.

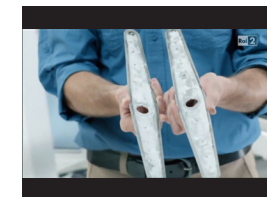


1. Realismo di vita quotidiana.
2. Parla l'esperto.

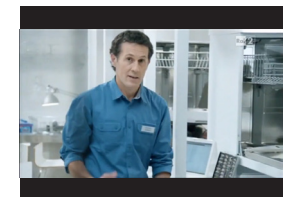
1. Esperto.

1. Uomo, 50.
2. Abbigliamento: informale, camicia.

1. Lavorare.



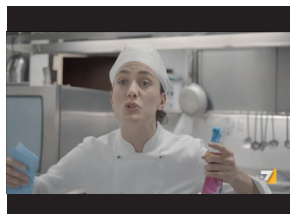
1. Factual.



1. Extradomestico: lavorativo.

Ace Spray Mousse

Igienizzante



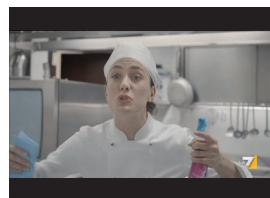
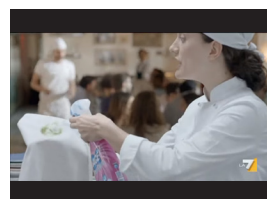
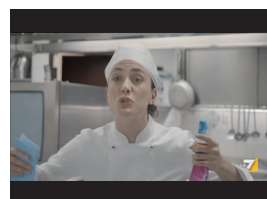
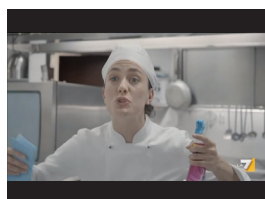
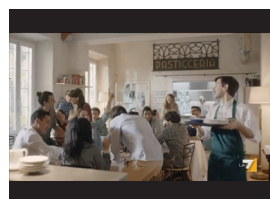
#professionista #puliscelui

Tecnica narrativa

Ruolo

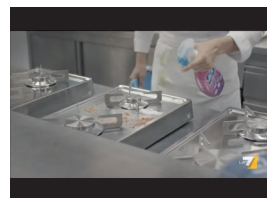
Aspetto esteriore

Attività

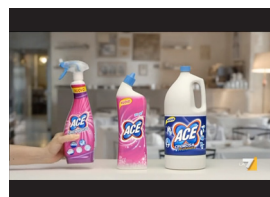
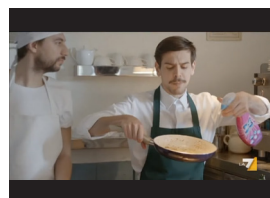


1. Lavoratrice: cuoca.

1. Donna, 30.
2. Abbigliamento: camicia da chef.



1. Lavorare.
2. Pulire la cucina.

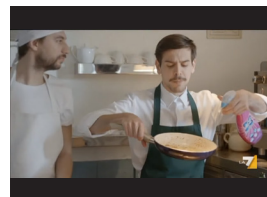
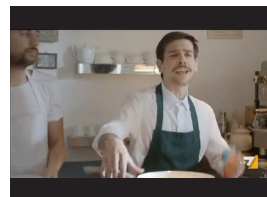
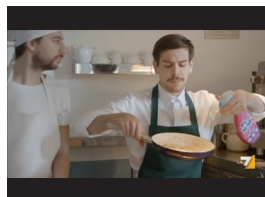


1. Realismo di vita quotidiana.

1. Lavoratore: cameriere.

1. Uomo, 30.
2. Abbigliamento: grembiule.

1. Lavorare.
2. Lavare i piatti.

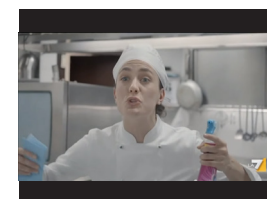


Reazione emotiva

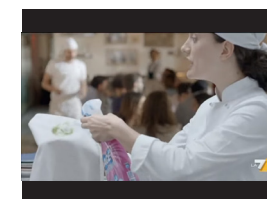
Interazione affettiva

Competenza

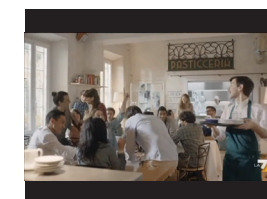
Contesto



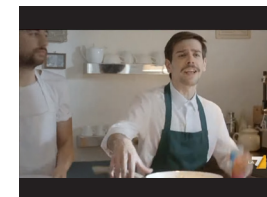
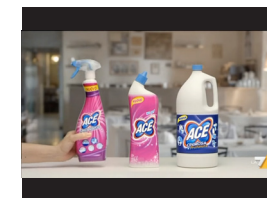
1. Complicità.



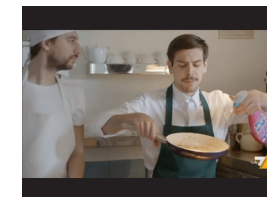
1. Opinion.
2. Voice over: maschile.



1. Extradomestico: ristorante.



1. Complicità.



1. Opinion.

'14

Beko
Lavatrice



#testimonial #puliscelui #papà
#figlia

Tecnica narrativa

Ruolo

Aspetto esteriore

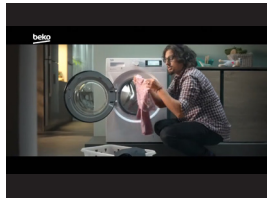
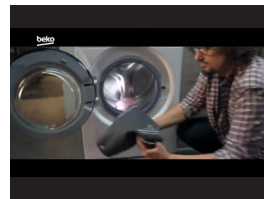
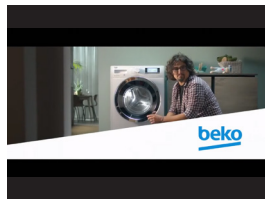
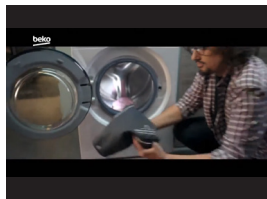
Attività

Reazione emotiva

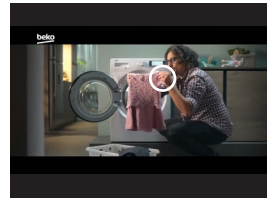
Interazione affettiva

Competenza

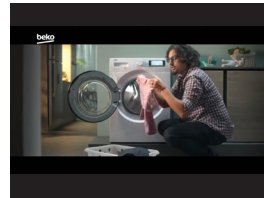
Contesto



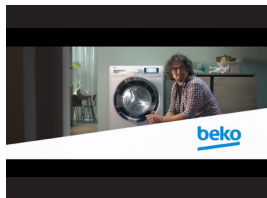
- 1. Testimonial: Alessandro Borghese.
- 2. Papà.



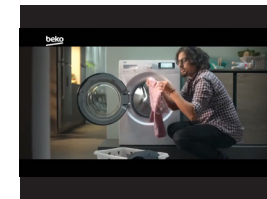
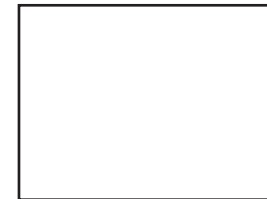
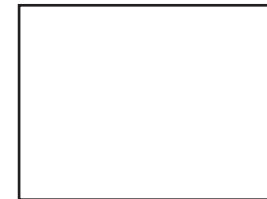
- 1. Uomo, 38.
- 2. Abbigliamento: informale.
- 3. Accessori: fede al dito.



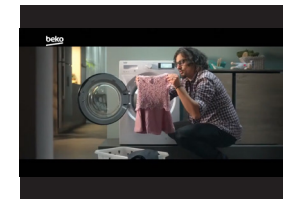
- 1. Fare la lavatrice.



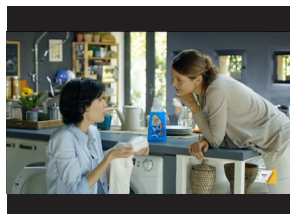
- 1. Realismo di vita quotidiana.
- 2. Testimonianza diretta.



- 1. Opinion.



- 1. Domestico.



Tecnica narrativa

Ruolo

Aspetto esteriore

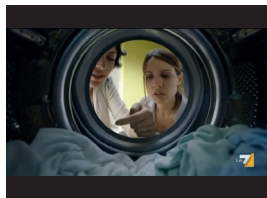
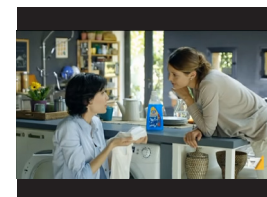
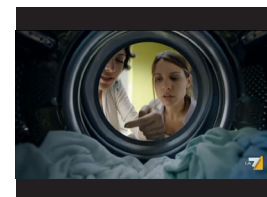
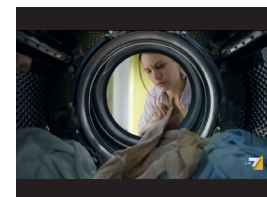
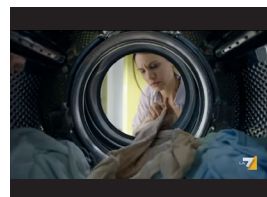
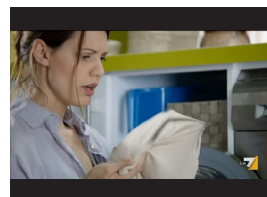
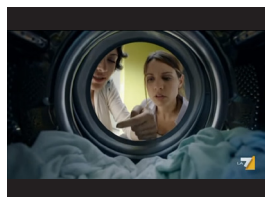
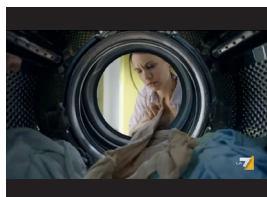
Attività

Reazione emotiva

Interazione affettiva

Competenza

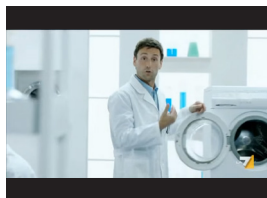
Contesto



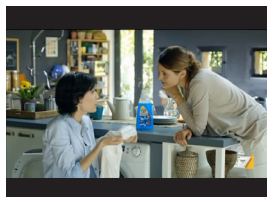
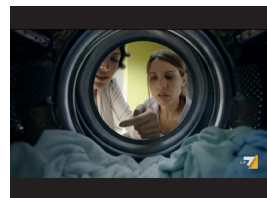
1. Casalinga.

1. Donna, 35.
2. Abbigliamento: informale, classico.
3. Make up/Cura dei capelli: naturale.
4. Accessori: orecchini di perle.

1. Fare la lavatrice.



1. Amica.

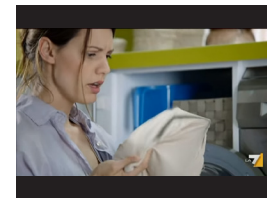
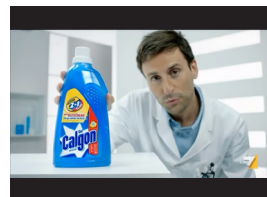
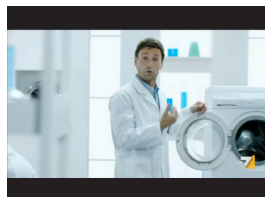


1. Realismo di vita quotidiana.
2. Parla l'esperto.

1. Donna, 35.
2. Abbigliamento: formale.
3. Make up/Cura dei capelli: naturale.
4. Accessori: orecchini, fede al dito.

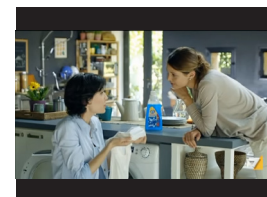
1. Esperto.

1. Uomo, 45.
2. Abbigliamento: camice.

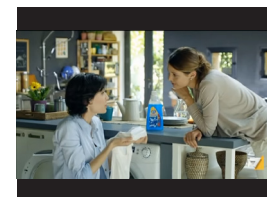


1. Disgusto.

1. Complicità.



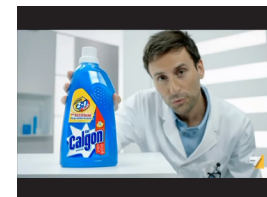
1. Complicità.



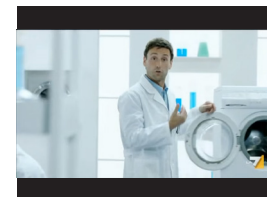
1. Opinione.



1. Factual.



1. Extradomestico: lavorativo.



'15

Bosh
Lavatrice



#esperti #ironia

Tecnica narrativa

Ruolo

Aspetto esteriore

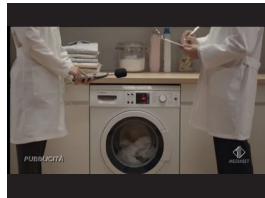
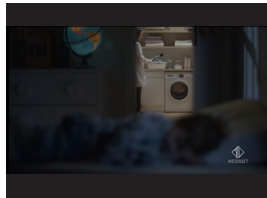
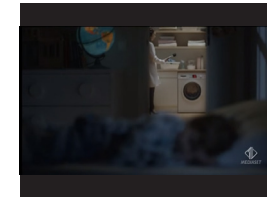
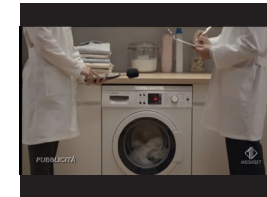
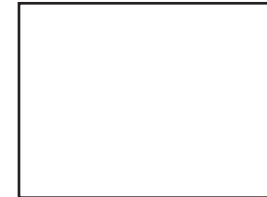
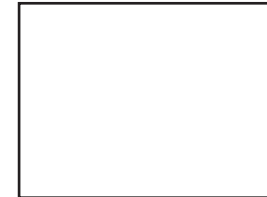
Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



- 1. Donna e Uomini, 35-55.
- 2. Abbigliamento: camice.

- 1. Lavorare.

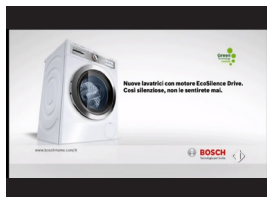


- 1. Domestico/Extradomestico.



- 1. Esperti.

- 1. Factual.
- 2. Voice over: maschile.



- 1. Parla l'esperto.
- 2. Ironia.



Tecnica narrativa

Ruolo

Aspetto esteriore

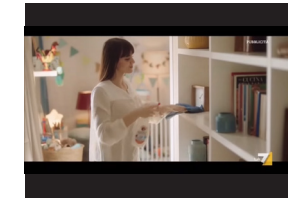
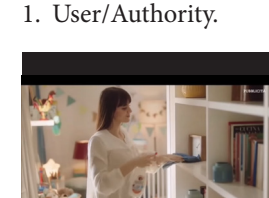
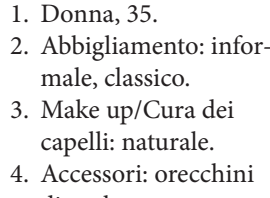
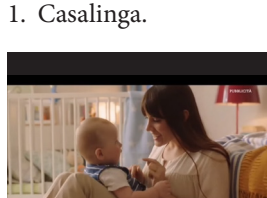
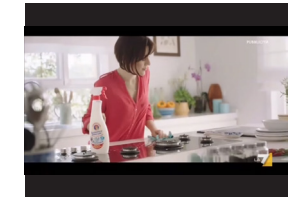
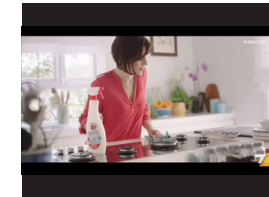
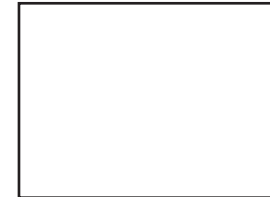
Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Casalinga.

- 1. Donna, 35.
- 2. Abbigliamento: informale, classico.
- 3. Make up/Cura dei capelli: naturale.
- 4. Accessori: orecchini di perle.

- 1. Cucinare.
- 2. Pulire la cucina.

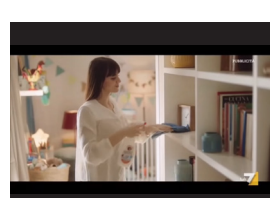
1. Entusiasmo, canta.

1. User/Authority.

1. Domestico: casa contemporanea.



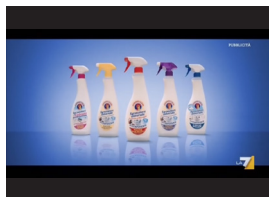
1. Mamma.



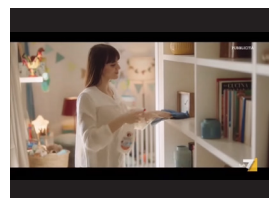
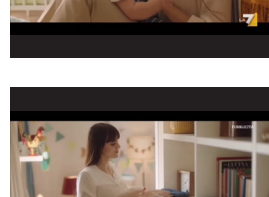
1. Entusiasmo, canta.

1. Tenerezza.

1. User/Authority.



- 1. Donna, 35.
- 2. Abbigliamento: formale.
- 3. Make up/Cura dei capelli: naturale.
- 4. Accessori: orecchini, fede al dito.



- 1. Voice over: maschile.
- 2. User/Authority.

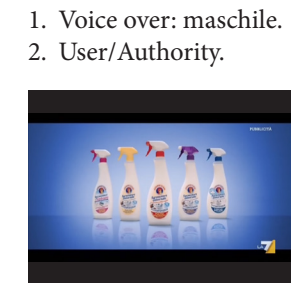
- 1. Realismo di vita quotidiana.
- 2. Musical.

1. Lavoratore.

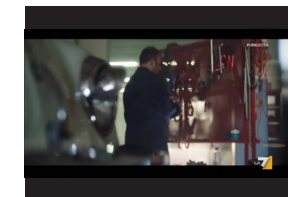
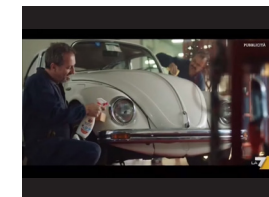
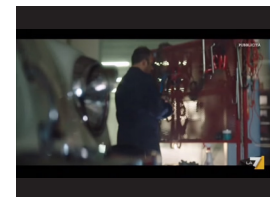
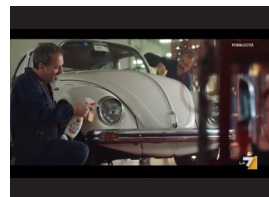
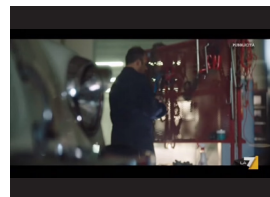
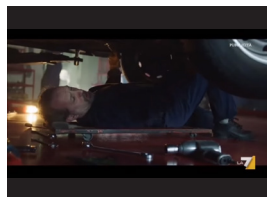
- 1. Uomo, 45.
- 2. Abbigliamento: camice.

- 1. Pulizie generali.
- 2. Prendersi cura del figlio.
- 1. Lavorare.

1. Entusiasmo, canta.



1. Extradomestico: lavorativo.



Swiffer Acchiappapolvere



#cani #collaborazione #giovani
#cani

Tecnica narrativa

Ruolo

Aspetto esteriore

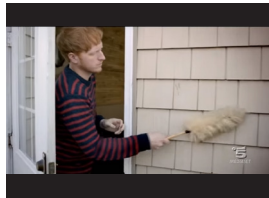
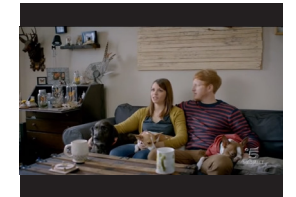
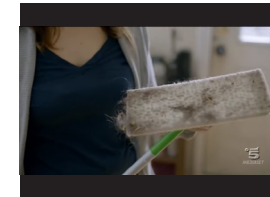
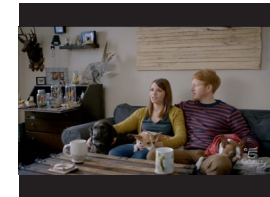
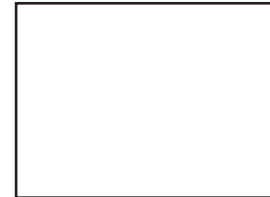
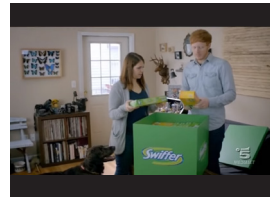
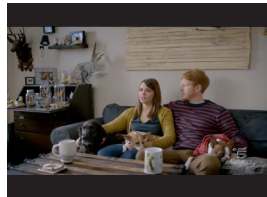
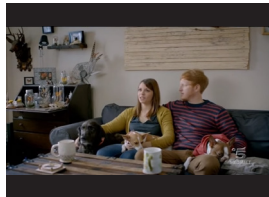
Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto

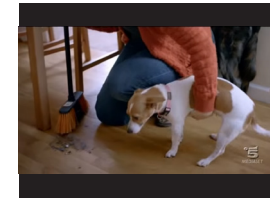


1. Fidanzata.

- 1. Donna, 30.
- 2. Abbigliamento: informale.
- 3. Make up/Cura dei capelli: naturale.



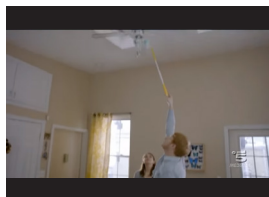
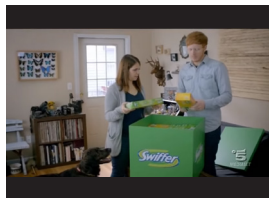
1. Spolverare.



1. User/Authority.



1. Domestico: casa inglese.

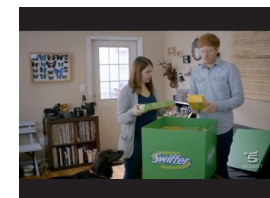


1. Realismo di vita quotidiana.

1. Spolverare.

- 1. Complicità.
- 2. Tenerezza/Indulgenza.

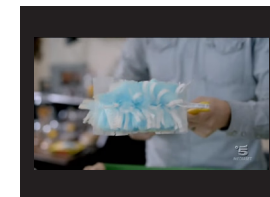
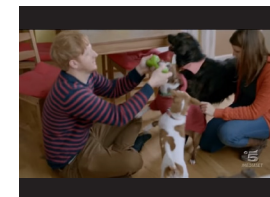
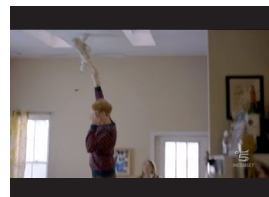
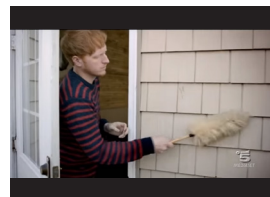
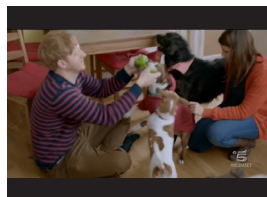
- 1. Complicità.
- 2. Tenerezza/Indulgenza.



1. User/Authority.

- 1. Uomo, 30.
- 2. Abbigliamento: informale.

1. Fidanzato.



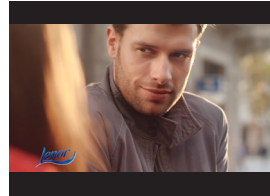
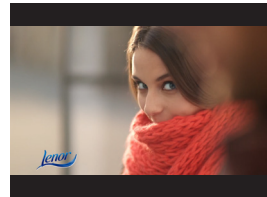
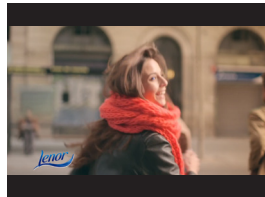
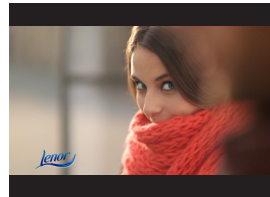


Tecnica narrativa

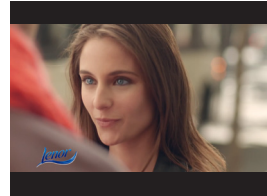
Ruolo

Aspetto esteriore

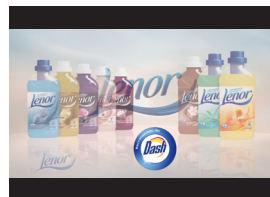
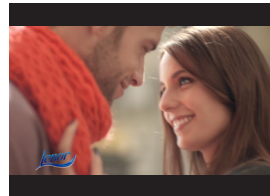
Attività



1. Single

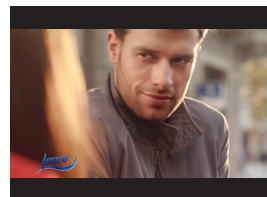
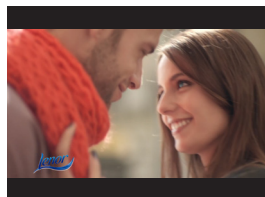


- 1. Donna, 25.
- 2. Abbigliamento: informale.
- 3. Make up/Cura dei capelli: naturale.



1. Realismo di vita quotidiana.

1. Single.

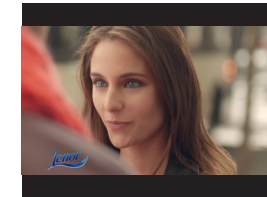
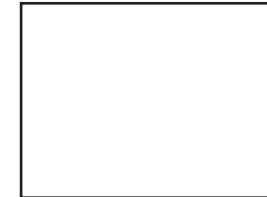


Reazione emotiva

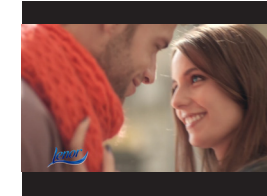
Interazione affettiva

Competenza

Contesto



1. Voice over: femminile.

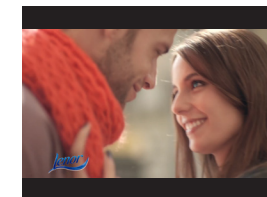


1. Seduzione.



1. Extradomestico: tempo libero.

1. Seduzione.



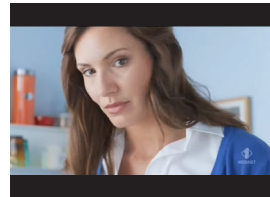
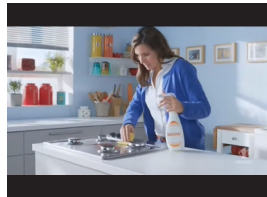


Tecnica narrativa

Ruolo

Aspetto esteriore

Attività



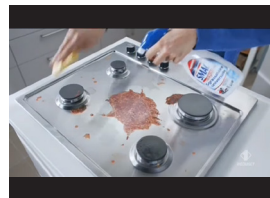
1. Casalinga.



1. Donna, 40.
2. Abbigliamento: informale, classico.
3. Make up/Cura dei capelli: naturale.
4. Accessori: fede al dito.



1. Pulire la cucina.



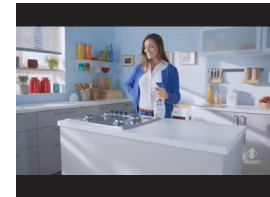
1. Realismo di vita quotidiana.

Reazione emotiva

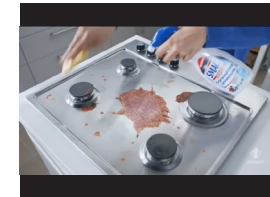
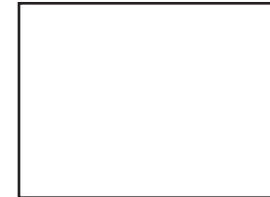
Interazione affettiva

Competenza

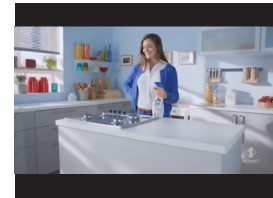
Contesto



1. Soddisfazione.



1. User/Authority.
2. Voice over: maschile.



1. Domestico: cucina contemporanea semplice.

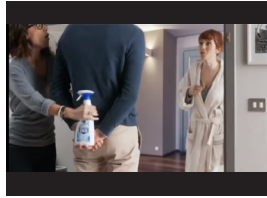
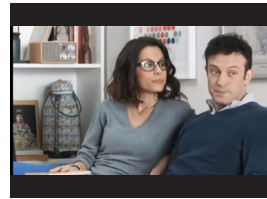
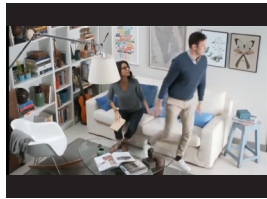


Tecnica narrativa

Ruolo

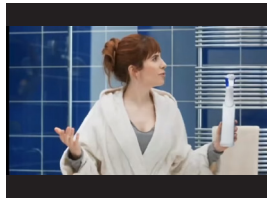
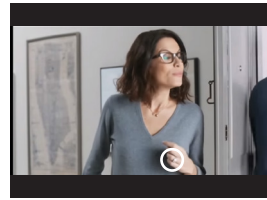
Aspetto esteriore

Attività



1. Marito.
2. Esperto.

1. Uomo, 35.
2. Abbigliamento: informale.



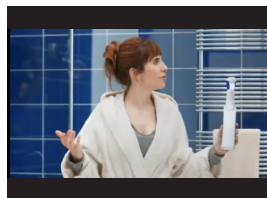
1. Moglie.

1. Donna, 30.
2. Abbigliamento: informale.
3. Make up/Cura dei capelli: naturale.
4. Accessori: fede al dito.

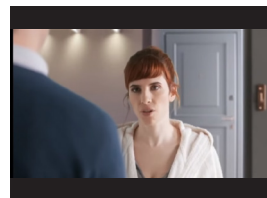


1. Realismo di vita quotidiana.

1. Vicina.



1. Donna, 30.
2. Abbigliamento: accappatoio.



1. Pulire il bagno.

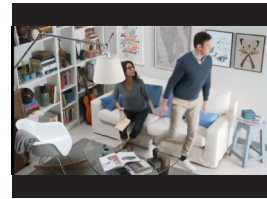
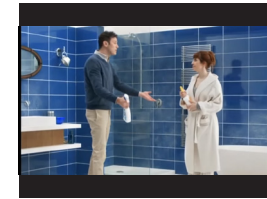


Reazione emotiva

Interazione affettiva

Competenza

Contesto



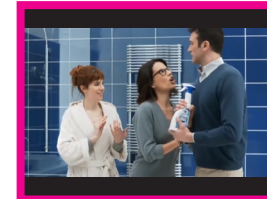
1. Educazione/Autorevolezza.



1. Opinione.
2. Voice over: maschile.

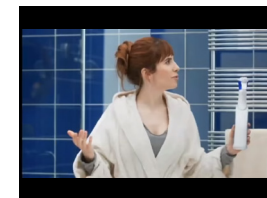


1. Domestico: appartamento.



1. Complicità.
2. Gelosia.

1. Entusiasmo.



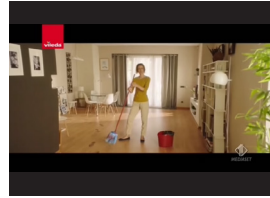
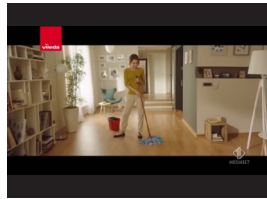


Tecnica narrativa

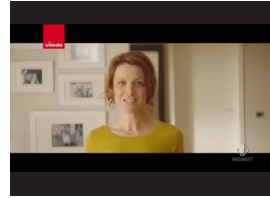
Ruolo

Aspetto esteriore

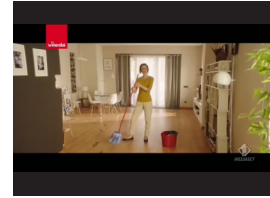
Attività



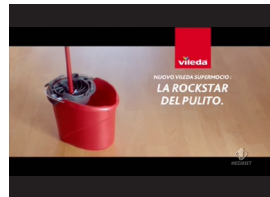
1. Mamma.



1. Donna, 45.
2. Abbigliamento: informale, classico.
3. Make up/Cura dei capelli: naturale, raccolti.

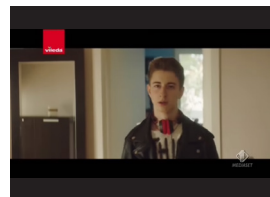
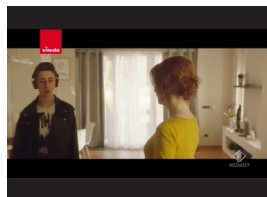


1. Lavare i pavimenti.

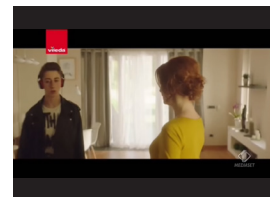


1. Realismo di vita quotidiana.

1. Figlio.



1. Maschio, 16.
2. Abbigliamento: giovanile rock.



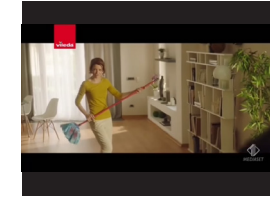
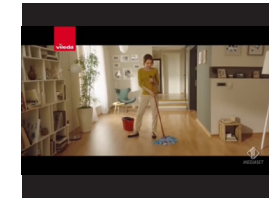
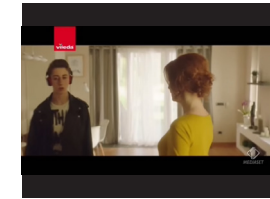
1. Rilassarsi.

Reazione emotiva

Interazione affettiva

Competenza

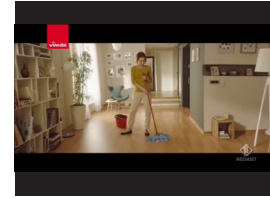
Contesto



1. Indulgenza: «Okay, ci penso io».



1. Opinione.
2. Voice over: maschile.



1. Domestico: casa contemporanea, classica.





Candy Bianca
Lavatrice



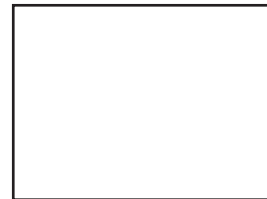
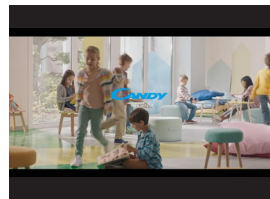
#maestra #figli

Tecnica narrativa

Ruolo

Aspetto esteriore

Attività



1. Lavoratrice: maestra.



- 1. Donna, 30.
- 2. Abbigliamento: informale, classico.
- 3. Make up/Cura dei capelli: naturale.
- 4. Accessori: orecchini di perle.



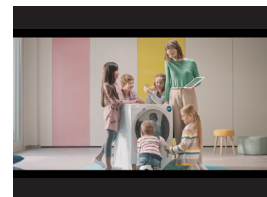
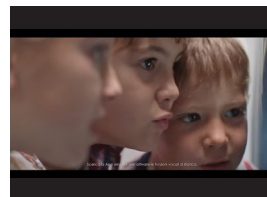
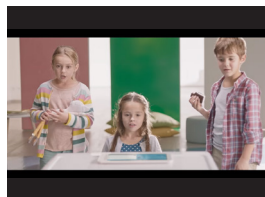
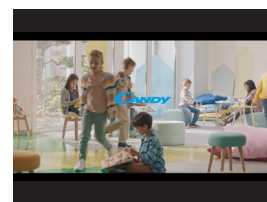
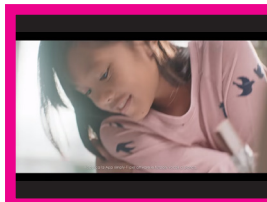
- 1. Maschi e Femmine, 6-7. Una bambina asiatica.

1. Giocare.



- 1. Realismo di vita quotidiana.
- 2. Testimonianza diretta.

1. Scolari.



Reazione emotiva

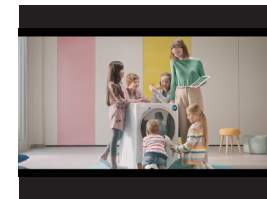
Interazione affettiva

Competenza

Contesto



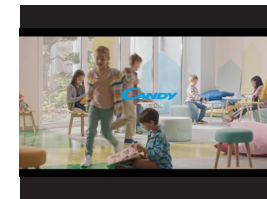
1. Entusiasmo.



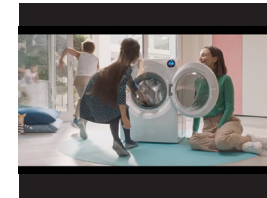
1. Tenerezza/Indulgenza.



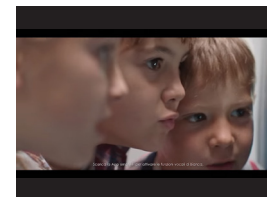
1. Opinione.

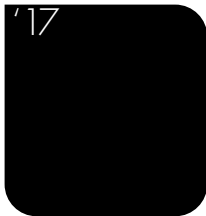


1. Extradomestico: lavorativo.

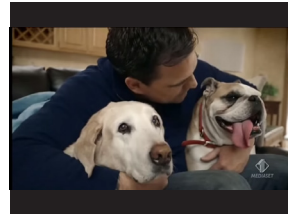


1. Curiosità.





Swiffer Acchiappapolvere



#puliscelui #cani #tatuaggi

Tecnica narrativa

Ruolo

Aspetto esteriore

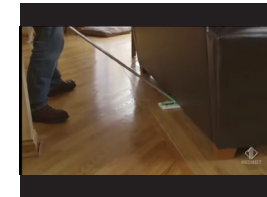
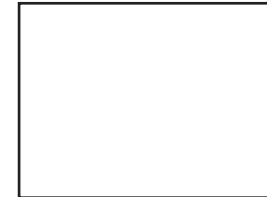
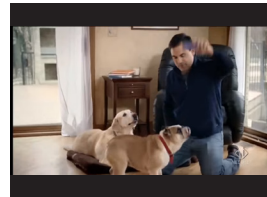
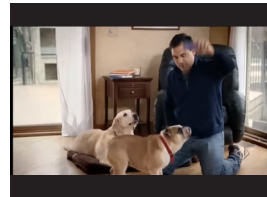
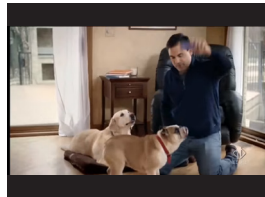
Attività

Reazione emotiva

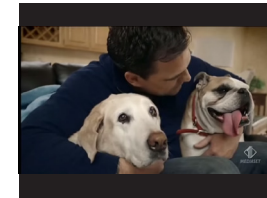
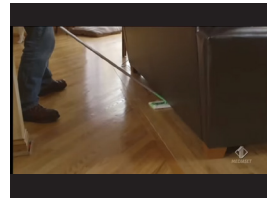
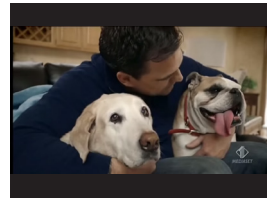
Interazione affettiva

Competenza

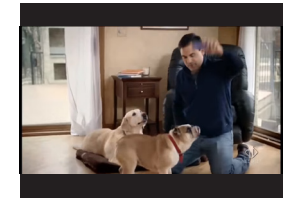
Contesto



1. Single.



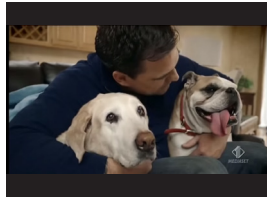
1. Opinion.



1. Giocare.
2. Spolverare.

1. Tenerezza/Indulgenza.

1. Domestico: casa moderna.



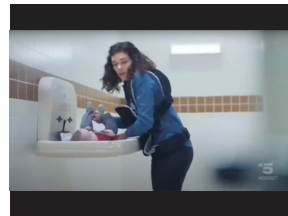
1. Uomo, 45.
2. Abbigliamento: informale, classico.
3. Tatuaggi.

1. Realismo di vita quotidiana.



Napisan igienizzante

Detersivo per lavatrice
Sgrassatore



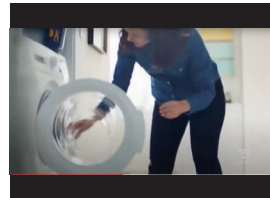
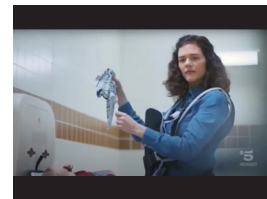
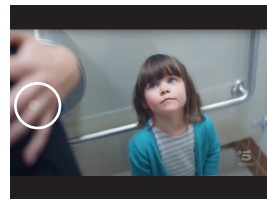
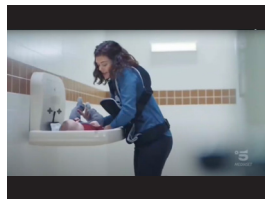
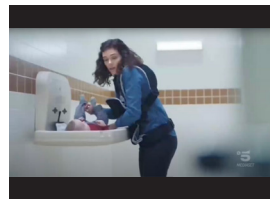
#mamma #figli #fedeaddito
#lavorodadonne #sorriso
#responsabilità #giochiperbam-
bine

Tecnica narrativa

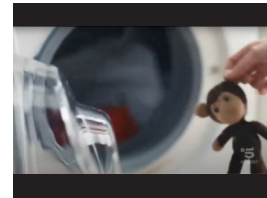
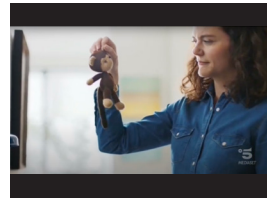
Ruolo

Aspetto esteriore

Attività



1. Mamma.

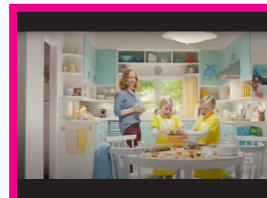


1. Realismo di vita quotidiana.

- 1. Donna, 40.
- 2. Abbigliamento: casual.
- 3. Make up/Cura dei capelli: naturale.
- 4. Accessori: fede al dito.

- 1. Prendersi cura dei figli: cambio del pannolino.
- 2. Fare la lavatrice.

1. Giocare: cucinare.

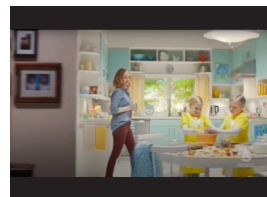
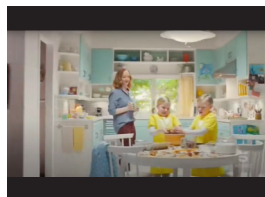
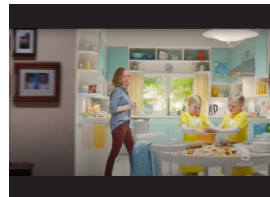


1. Realismo di vita quotidiana.

1. Mamma.

- 1. Donna, 40.
- 2. Abbigliamento: casual.

1. Pulire la cucina.

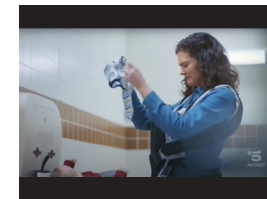


Reazione emotiva

Interazione affettiva

Competenza

Contesto



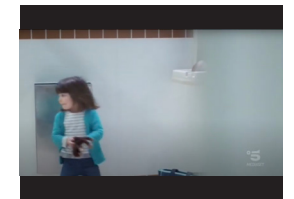
1. Disgusto.



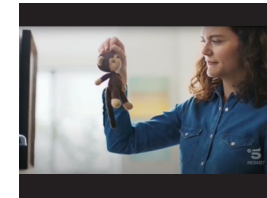
1. Tenerezza/Indulgenza.



- 1. User/Authority.
- 2. Voice over: maschile.

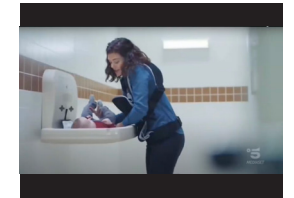


1. Extradomestico: bagno pubblico.

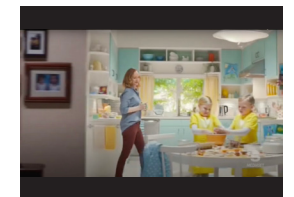
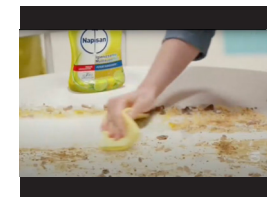


1. Tenerezza/Indulgenza.

- 1. User/Authority.
- 2. Voice over: femminile.



1. Domestico: cucina moderna.



Ace Gentile
Detersivo per lavatrice



#mamma #figli #fedeaddito
#lavorodadonne #sorriso #muta

Tecnica narrativa	Ruolo	Aspetto esteriore	Attività
	<ol style="list-style-type: none"> Mamma. Moglie. 	<ol style="list-style-type: none"> Donne, 40. Abbigliamento: casual. Accessori: fede al dito. 	<ol style="list-style-type: none"> Prendersi cura del figlio. Preparare.
	<ol style="list-style-type: none"> Fidanzata. 	<ol style="list-style-type: none"> Donna, 35. Abbigliamento: casual. Make up/Cura dei capelli: naturale, raccolti. 	<ol style="list-style-type: none"> Fare la lavatrice.

Reazione emotiva	Interazione affettiva	Competenza	Contesto
	<ol style="list-style-type: none"> Tenerezza/Indulgenza. 	<ol style="list-style-type: none"> User/Authority. Voice over: maschile. 	
			<ol style="list-style-type: none"> Domestico: casa contemporanea, giardino.
		<ol style="list-style-type: none"> User/Authority. 	

Lysoform

Detersivo per pulizie generali



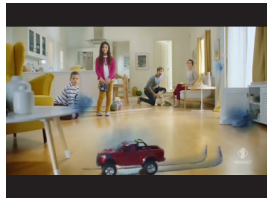
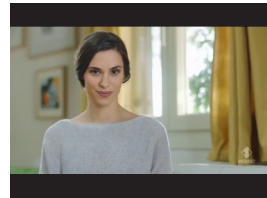
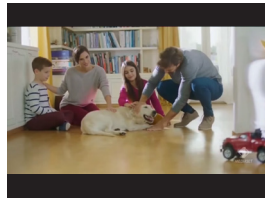
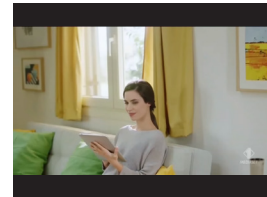
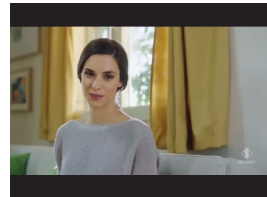
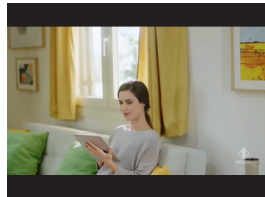
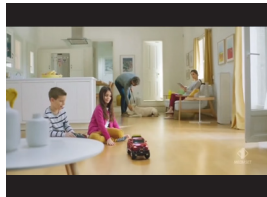
#mamma #figli #responsabilità
#sorriso #muta #cane

Tecnica narrativa

Ruolo

Aspetto esteriore

Attività



1. Mamma.
2. Moglie.

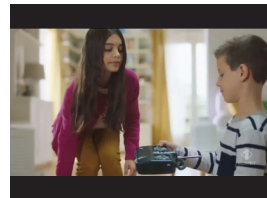
1. Donna, 40.
2. Abbigliamento: casual.
3. Make up/Cura dei capelli: naturale, raccolti.

1. Rilassarsi.
2. Disinfettare.



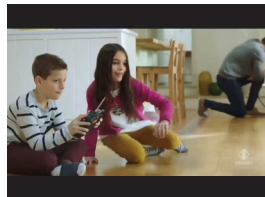
1. Figli.

1. Maschio e femmina, 10-12.



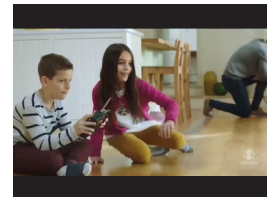
1. Giocare: in casa.

1. Realismo di vita quotidiana.

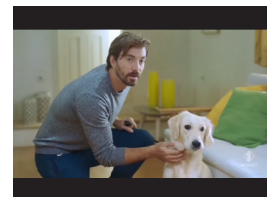
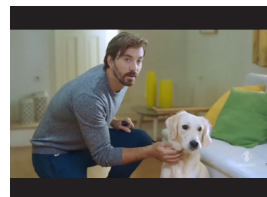
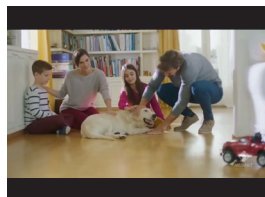


1. Marito.

1. Uomo, 40.
2. Abbigliamento: casual.



1. Rilassarsi.

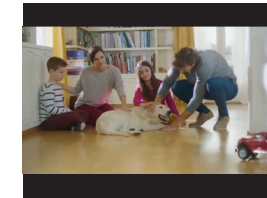
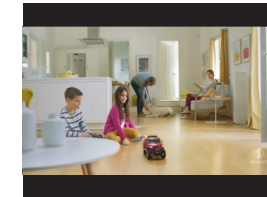
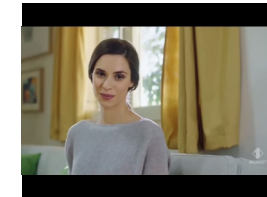


Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Tenerezza/Indulgenza.

1. User/Authority.
2. Voice over: femminile.

1. Domestico: casa contemporanea.



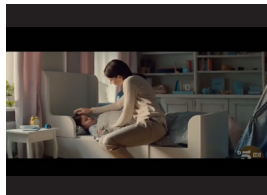
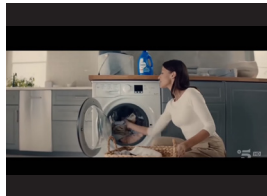
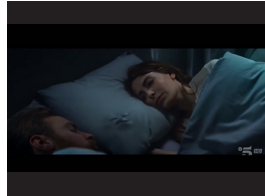
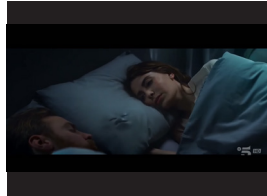
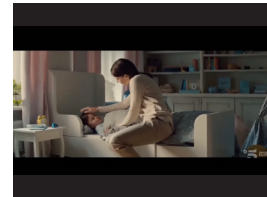
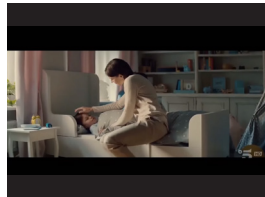
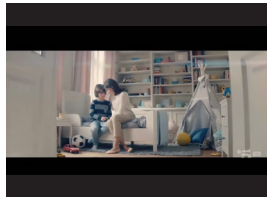
Napisan igienizzante

Detersivo per lavatrice



#mamma #figli #responsabilità
#sorriso #muta

Tecnica narrativa Ruolo Aspetto esteriore Attività



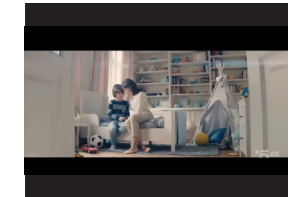
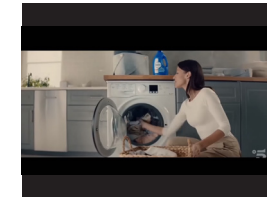
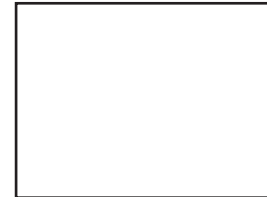
- 1. Mamma.
- 2. Moglie.

- 1. Donna, 40.
- 2. Abbigliamento: casual, classico.
- 3. Make up/Cura dei capelli: naturale, raccolti.
- 4. Accessori: collana.

- 1. Prendersi cura dei figli.
- 2. Fare la lavatrice.

- 1. Realismo di vita quotidiana.

Reazione emotiva Interazione affettiva Competenza Contesto

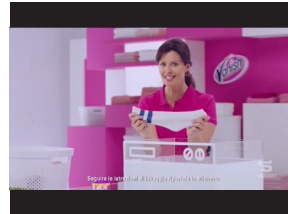


- 1. Tenerezza/Indulgenza.

- 1. User/Authority.
- 2. Voice over: maschile.

- 1. Domestico: casa contemporanea.

Vanish
Detersivo per lavatrice



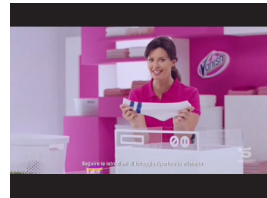
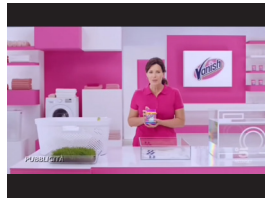
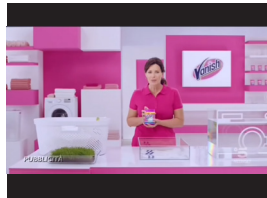
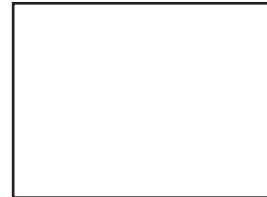
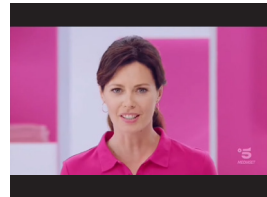
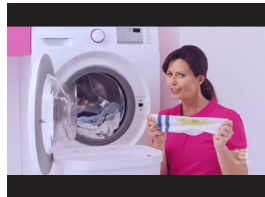
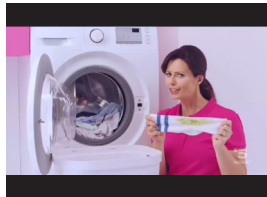
#esperta #lavorodadonne #sorriso

Tecnica narrativa

Ruolo

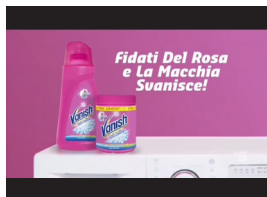
Aspetto esteriore

Attività



1. Esperta.

1. Donna, 45.
2. Abbigliamento: polo fucsia.
3. Make up/Cura dei capelli: naturale, raccolti.
4. Accessori: orecchini di perle.



1. Parla l'esperto.

Reazione emotiva

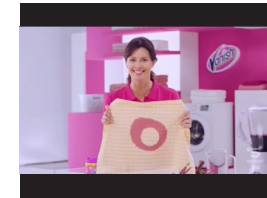
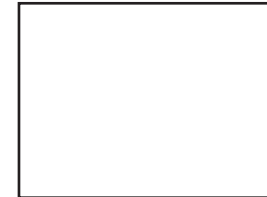
Interazione affettiva

Competenza

Contesto



1. Entusiasmo.



1. Factual.
2. «Stanca di trovare ancora macchie dopo il bucato?»



1. Decontestualizzato: set dimostrativo.



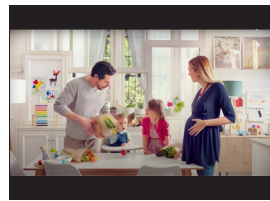
#mamma #sorriso
#lavorodadonne #figli
#collaborazione #famiglia

Tecnica narrativa

Ruolo

Aspetto esteriore

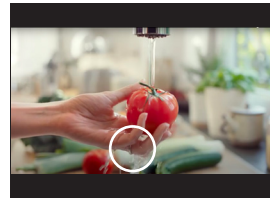
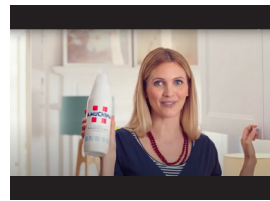
Attività



- 1. Realismo di vita quotidiana.

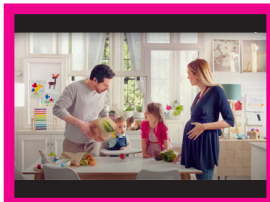


- 1. Mamma/moglie.
- 2. Incinta.

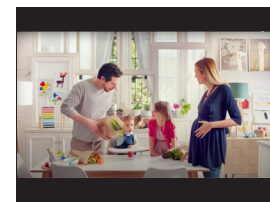


- 1. Donna, 35.
- 2. Abbigliamento: casual.
- 3. Accessori: collana. Fede al dito.

- 1. Abbigliamento: polarità cromatica infantile.

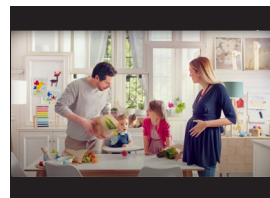
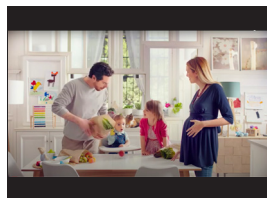


- 1. Fare la spesa.
- 2. Giocare: coi figli.



- 1. Uomo, 35.
- 2. Abbigliamento: casual.

- 1. Papà/marito.



Reazione emotiva

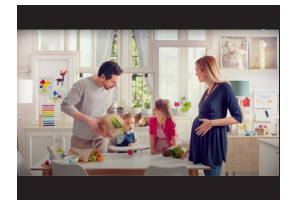
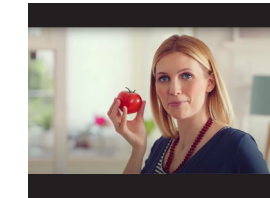
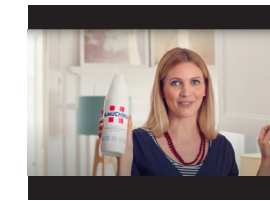
Interazione affettiva

Competenza

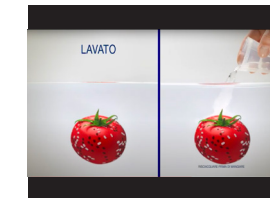
Contesto



- 1. Tenerezza/indulgenza: verso marito e figli.



- 1. Domestico: casa italiana contemporanea con dettagli tradizione.



- 1. Opinion.
- 2. Voice over: maschile.

- 1. Tenerezza: verso i figli.





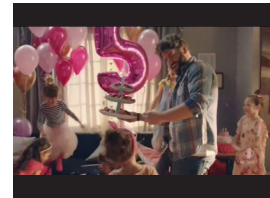
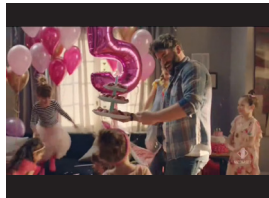
Tecnica narrativa Ruolo Aspetto esteriore Attività



1. Papà.



- 1. Uomo, 35.
- 2. Abbigliamento: casual sportivo.



- 1. Cucinare.
- 2. Lavare i piatti.
- 3. Prendersi cura della figlia.

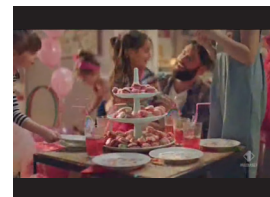
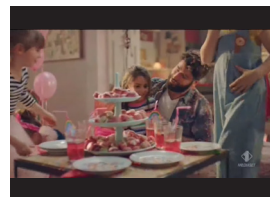
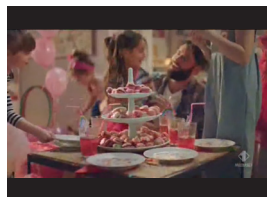


- 1. Realismo di vita quotidiana.

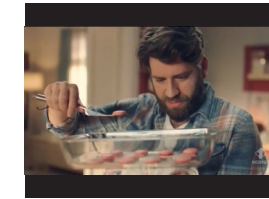
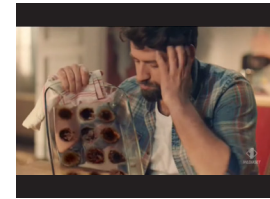
1. Figlia.

- 1. Femmina: 6.
- 2. Abbigliamento: rosa.

1. Giocare.



Reazione emotiva Interazione affettiva Competenza Contesto



- 1. Frustrazione.
- 2. Specchiarsi.



1. Tenerezza.



- 1. User/Authority.
- 2. Voice over: maschile.



1. Domestico: cucina e salotto moderni.



Ace Spray Mousse
Igienizzante



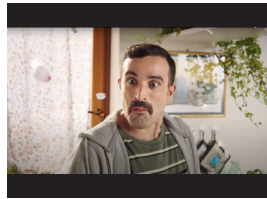
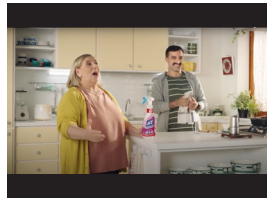
#ironia #mamma #over60
#figlio #mammone #testimonial
#italianità

Tecnica narrativa

Ruolo

Aspetto esteriore

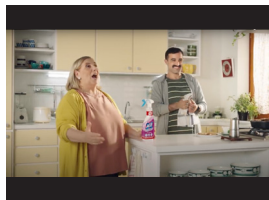
Attività



1. Figlio: testimonial Casa Surace.

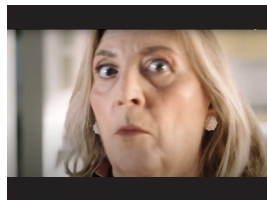


1. Uomo, 30.
2. Abbigliamento: casual sportivo.

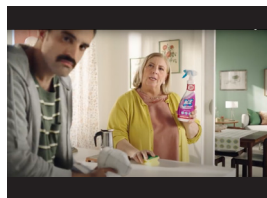
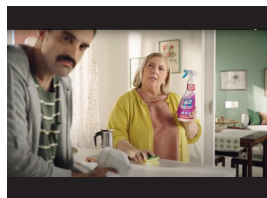


1. Ironico.
2. Realismo di vita quotidiana.

1. Donna, 65.
2. Abbigliamento: informale classico.
3. Accessori: orecchini di perle, collana d'orata.



1. Mamma.



Reazione emotiva

Interazione affettiva

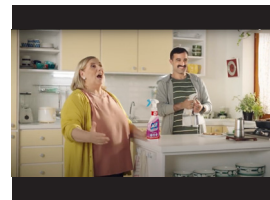
Competenza

Contesto



1. Educazione/Autorevolezza.
2. Mammismo.

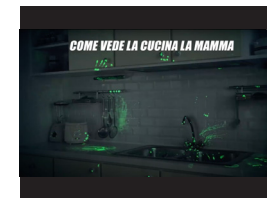
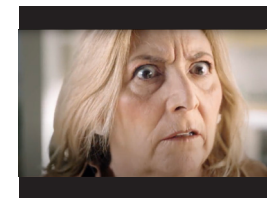
1. Entusiasmo.



1. Domestico: casa italiana contemporanea con dettagli tradizione.

1. Opinion.
2. Voice over: maschile.

1. Educazione.
2. Minaccia.





Tecnica narrativa

Ruolo

Aspetto esteriore

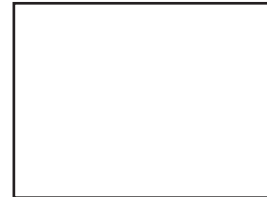
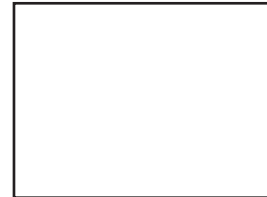
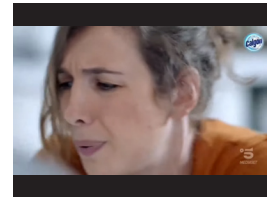
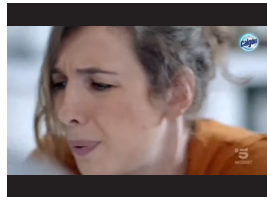
Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Fidanzata.

1. Donna, 30.
2. Abbigliamento: casual.
3. Make up/Cura dei capelli: naturale.

1. Fare la lavatrice.

1. Digusto.

1. Domestico: casa giovanile.



1. Fidanzato.

1. Uomo, 30.
2. Abbigliamento: casual sportivo.

1. Fare la lavatrice.

1. Realismo di vita quotidiana.
2. Parla l'esperto.

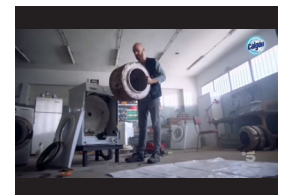
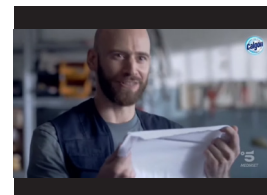
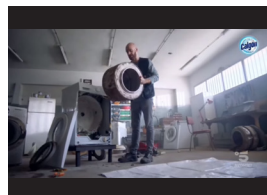
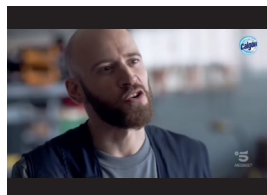
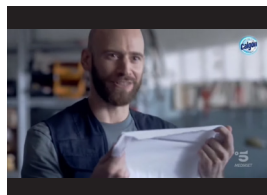
1. Professionista: esperto.

1. Uomo, 40.
2. Abbigliamento: da lavoro.

1. Lavorare.

1. Factual.

1. Extradomestico: lavorativo.



Dixan Discs

Detersivo per lavatrice



#muta #responsabilità
#collaborazione
#lavorodadonne

Tecnica narrativa

Ruolo

Aspetto esteriore

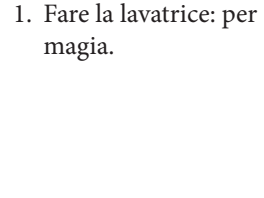
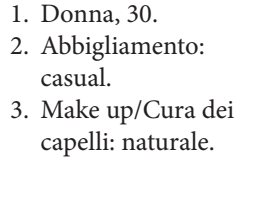
Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Realismo di vita quotidiana.

1. Mamma/Moglie.

1. Donna, 30.
2. Abbigliamento: casual.
3. Make up/Cura dei capelli: naturale.

1. Fare la lavatrice: per magia.

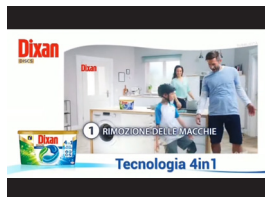
1. Figlio: giocare all'aperto col papà.

1. Figlia: giocare in casa.

1. Marito.

1. Uomo, 40.
2. Abbigliamento: informale.

1. Preparare.



1. Tenerezza/ Indulgenza.



1. User/Authority.
2. Voice over: femminile.



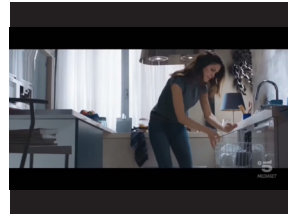
1. Domestico: casa moderna.



'20

Finish brillantante

Anticalcare



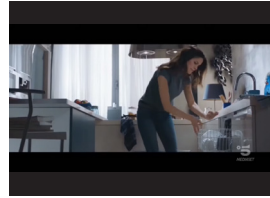
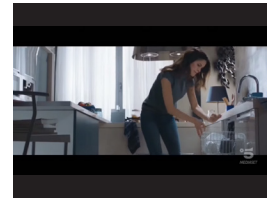
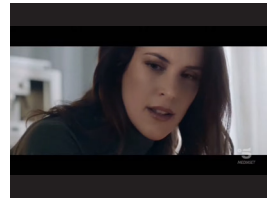
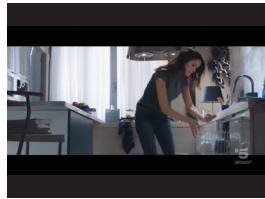
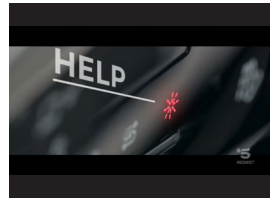
#giovane #muta

Tecnica narrativa

Ruolo

Aspetto esteriore

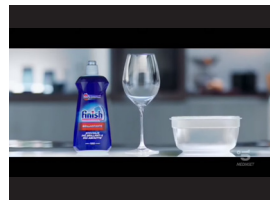
Attività



1. Casalinga.

- 1. Donna, 35.
- 2. Abbigliamento: casual.
- 3. Make up/Cura dei capelli: naturale.

1. Manutenzione lavastoviglie.



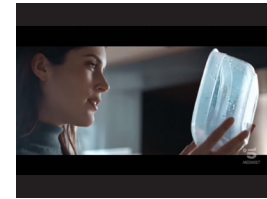
1. Realismo di vita quotidiana.

Reazione emotiva

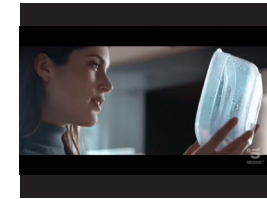
Interazione affettiva

Competenza

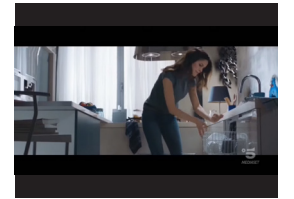
Contesto



1. Specchiarsi.



- 1. User/Authority.
- 2. Voice over: maschile.



1. Domestico: cucina moderna.



#mamma #figlia #multiethnicità
#collaborazione

Tecnica narrativa

Ruolo

Aspetto esteriore

Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



- 1. Testimonial: Francesca Polti.
- 2. Mamma.

- 1. Donna, 45.
- 2. Abbigliamento: casual.
- 3. Make up/Cura dei capelli: naturale.
- 4. Accessori: orecchini e collana.

- 1. Prendersi cura della figlia.



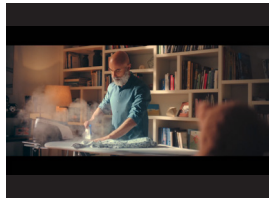
- 1. Giocare: disegnare.



- 1. Educazione.
- 2. Complicità.

- 1. Factual: proprietaria dell'azienda.

- 1. Domestico: cucina.

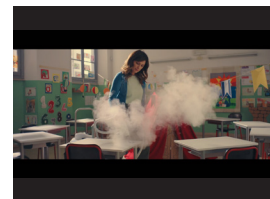


- 1. Figlia.



- 1. Femminia, 10.

- 1. Disinfettare.



- 1. Sitrare.

- 1. User/Authority.

- 1. Extradomestico: lavorativo.



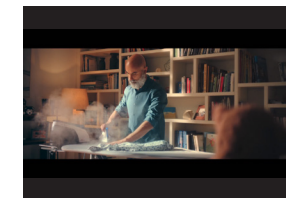
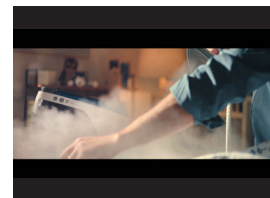
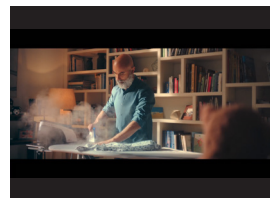
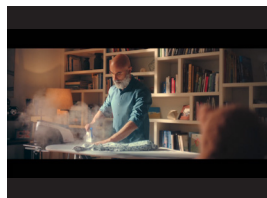
- 1. Realismo di vita quotidiana.

- 1. Mestra.



- 1. Uomo, 45.
- 2. Abbigliamento: da lavoro.

- 1. Papà.



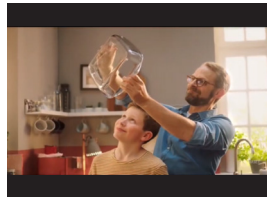


Tecnica narrativa

Ruolo

Aspetto esteriore

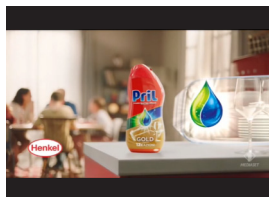
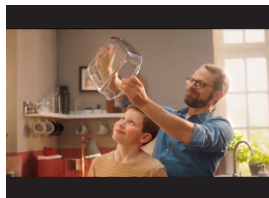
Attività



1. Papà.

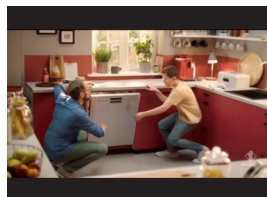
1. Uomo, 45.
2. Abbigliamento:
casual.

1. Fare la lavastoviglie.

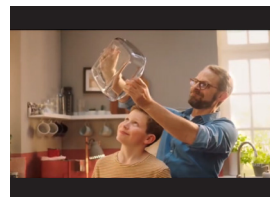


1. Realismo di vita quotidiana.

1. Figlio.



1. Maschio, 14.
2. Abbigliamento: informale.



1. Fare la lavastoviglie.

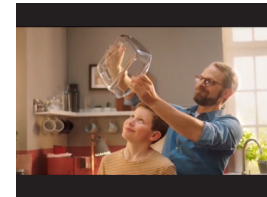


Reazione emotiva

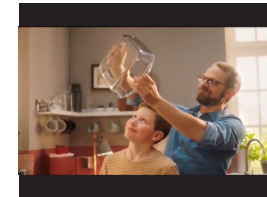
Interazione affettiva

Competenza

Contesto



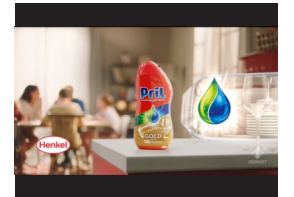
1. Specchiarsi.



1. Complicità.

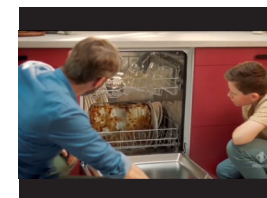


1. User/Authority.
2. Voice over: maschile.

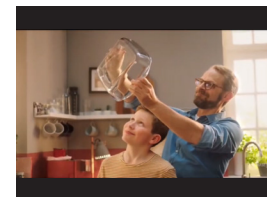


1. Domestico: cucina.

1. Educazione.
2. Complicità.



1. Specchiarsi.

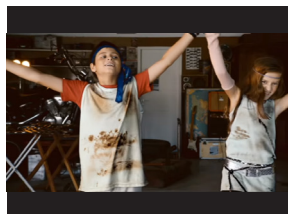


1. User/Authority.



APPENDICE B
**SCHEDE PAESI
ESTERI**

PAESI NORDICI



Tecnica narrativa

Ruolo

Aspetto esteriore

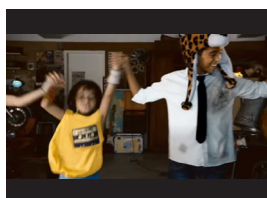
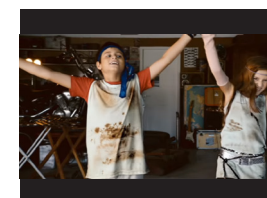
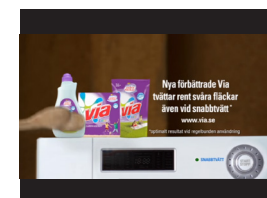
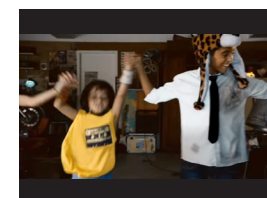
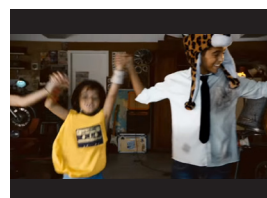
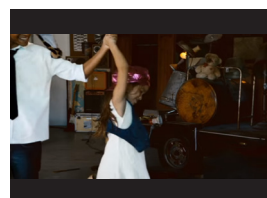
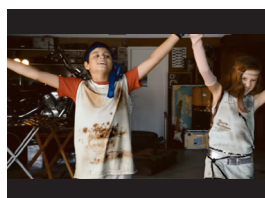
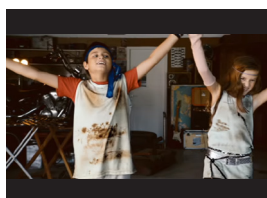
Attività

Reazione emotiva

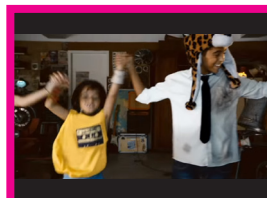
Interazione affettiva

Competenza

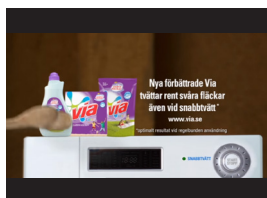
Contesto



1. Bambini.



1. Giocare.



1. Maschi e femmine,
8-13.
2. Bambino di colore.

1. Realismo di vita quotidiana.
2. Musical.

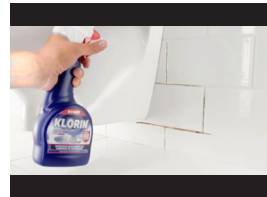
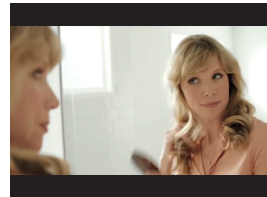
1. Complicità.

1. Voice over: femminile.

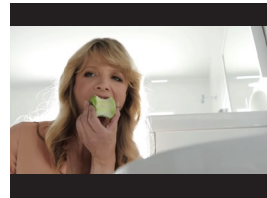
1. Domestico.



Tecnica narrativa Ruolo Aspetto esteriore Attività



1. Mamma.



1. Pulire il bagno.



1. Realismo di vita quotidiana.

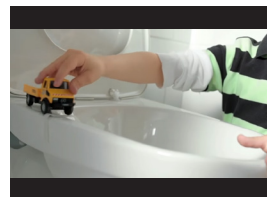
- 1. Donna, 35.
- 2. Abbigliamento: casual.
- 3. Make up/Cura dei capelli: naturale.
- 4. Accessori: collana.

1. Figlio.

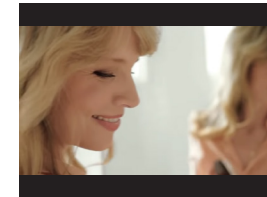
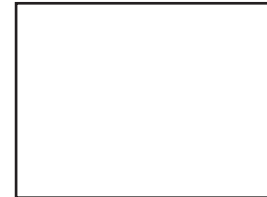


- 1. Maschio, 5.
- 2. Abbigliamento: casual.

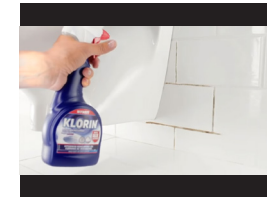
1. Giocare: al chiuso.



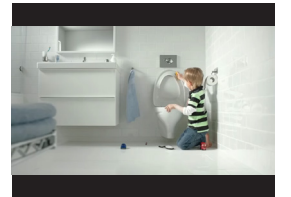
Reazione emotiva Interazione affettiva Competenza Contesto



1. Tenerezza/Indulgenza.



- 1. User/Authority.
- 2. Voice over: maschile.



1. Domestico: bagno.



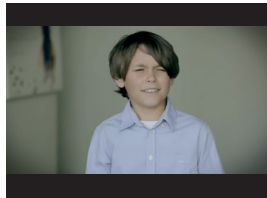
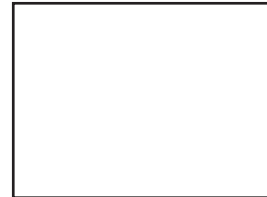
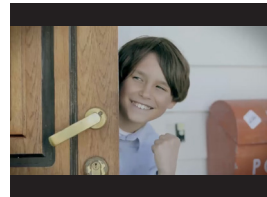
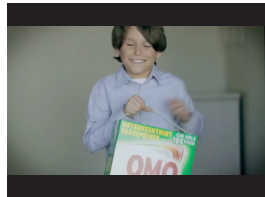
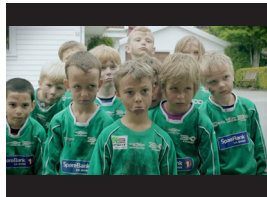


Tecnica narrativa

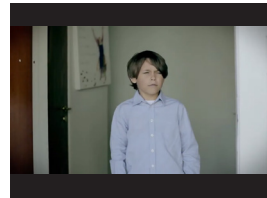
Ruolo

Aspetto esteriore

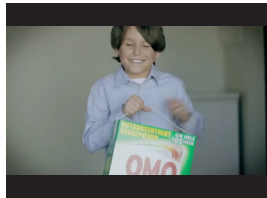
Attività



1. Amico.



1. Maschio, 10.
2. Abbigliamento: casual, classico.

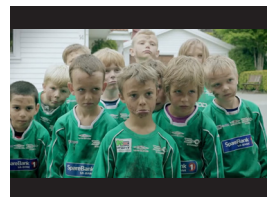


1. Realismo di vita quotidiana.

1. Amici.



1. Maschi, 10.
2. Abbigliamento: sportivo.



1. Giocare: all'aperto.

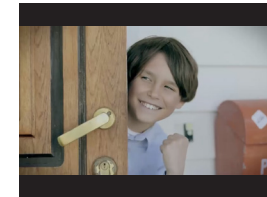
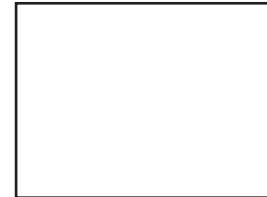


Reazione emotiva

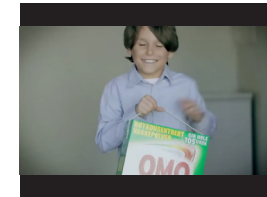
Interazione affettiva

Competenza

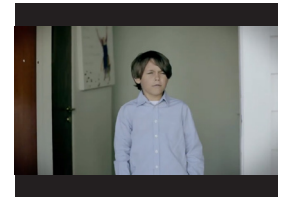
Contesto



1. Complicità.



1. User/Authority.

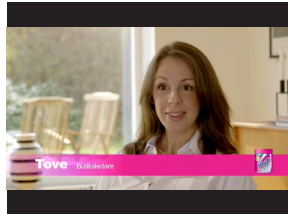


1. Domestico: ingresso villetta.



1. Complicità.





Tecnica narrativa

Ruolo

Aspetto esteriore

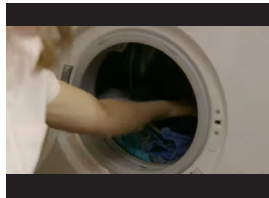
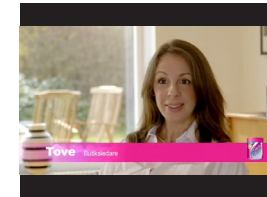
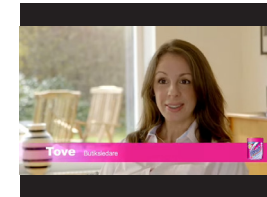
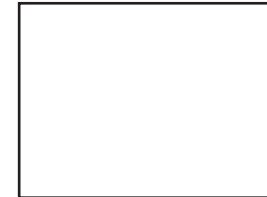
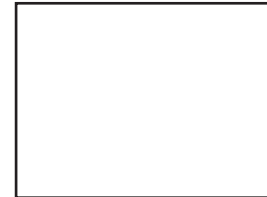
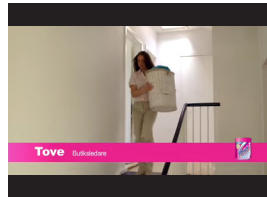
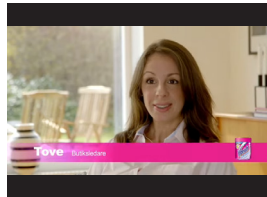
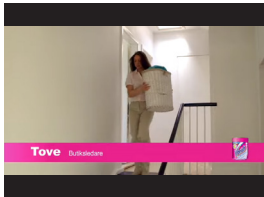
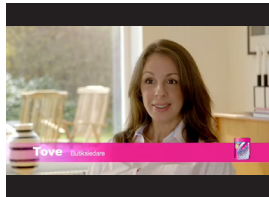
Attività

Reazione emotiva

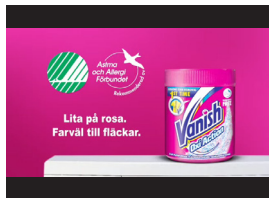
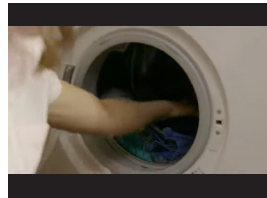
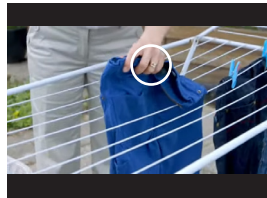
Interazione affettiva

Competenza

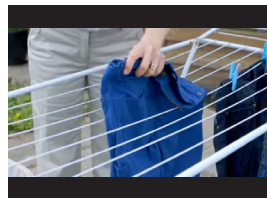
Contesto



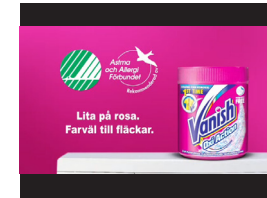
1. Mamma/Moglie.



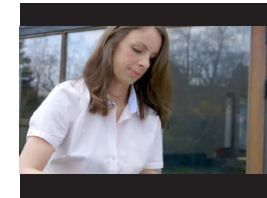
1. Donna, 35.
2. Abbigliamento: casual, classico.
3. Make up/Cura dei capelli: naturale.
4. Accessori: collana, fede al dito.



1. Fare la lavatrice.
2. Fare il bucato.



1. Opinion.
2. Voice over: femminile.



1. Domestico: casa con giardino.

1. Realismo di vita quotidiana.
2. Testimonianza diretta.

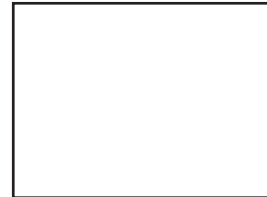
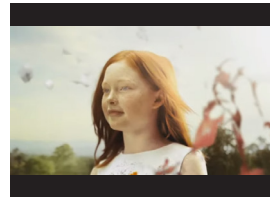
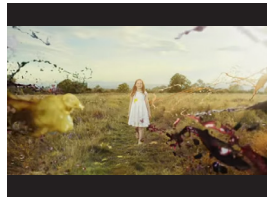
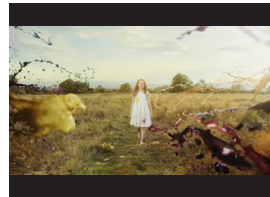


Tecnica narrativa

Ruolo

Aspetto esteriore

Attività



1. Figlia.



1. Femminia, 13.
2. Abbigliamento: formale, vestitino bianco.



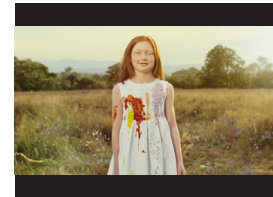
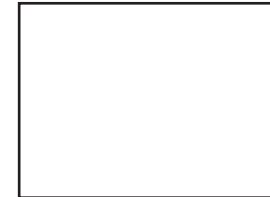
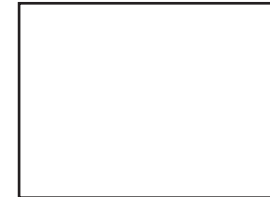
1. Fantasia.

Reazione emotiva

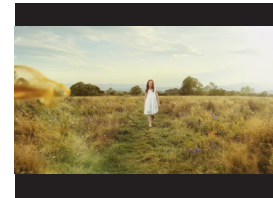
Interazione affettiva

Competenza

Contesto



1. Voice over: maschile.
2. Mano femminile.



1. Domestico: casa con giardino.

Grumme

Detersivo per piatti,
Detersivo per lavatrice

Svezia



#collaborazione

Tecnica narrativa

Ruolo

Aspetto esteriore

Attività

Reazione emotiva

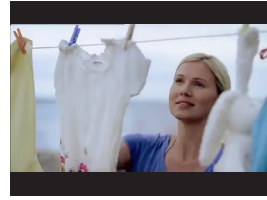
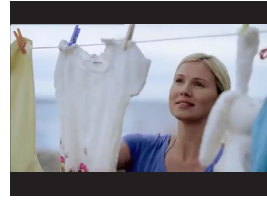
Interazione affettiva

Competenza

Contesto



1. Mamma/Moglie.



- 1. Donna, 35.
- 2. Abbigliamento: casual.
- 3. Make up/Cura dei capelli: naturale.

- 1. Rilassarsi.
- 2. Fare il bucato.

- 1. User/Authority.
- 2. Voice over: femminile.

- 1. Domestico: casa nella natura.

- 1. Realismo di vita quotidiana.

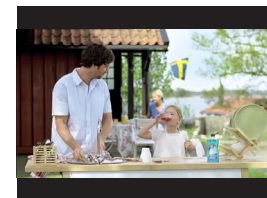
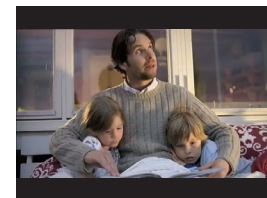
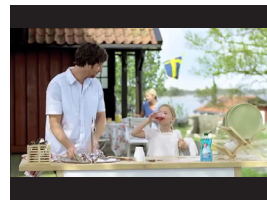
- 1. Uomo, 35.
- 2. Abbigliamento: casual.

- 1. Lavare i piatti.
- 2. Prendersi cura dei figli.

- 1. Tenerezza.

- 1. User/authority.

1. Papà/Marito.





Tecnica narrativa

Ruolo

Aspetto esteriore

Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Figlia.

1. Femmina, 6.
2. Abbigliamento:
casual.



1. Lavare i piatti.
2. Giocare.

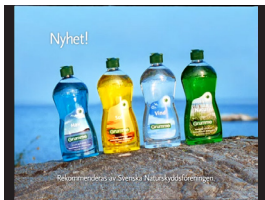
1. Complicità.



1. User/Authority.
2. Voice over: femmi-
nile.



1. Domestico: casa nella
natura.



1. Realismo di vita
quotidiana.

1. Lavare i piatti.
2. Giocare.

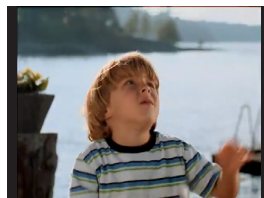
1. Figlio.

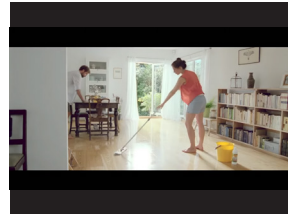
1. Maschio, 8.
2. Abbigliamento:
casual.



1. Complicità.

1. User/authority.



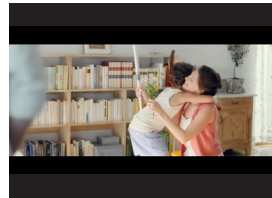
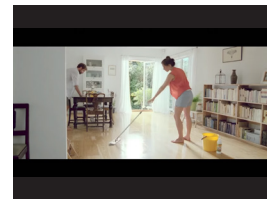
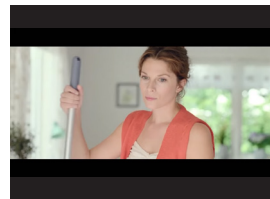
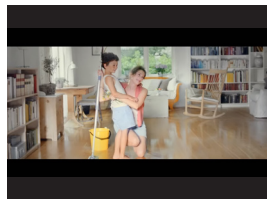
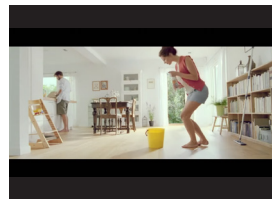


Tecnica narrativa

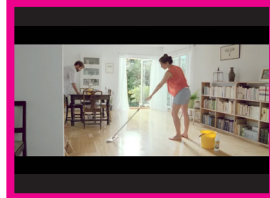
Ruolo

Aspetto esteriore

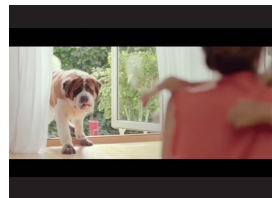
Attività



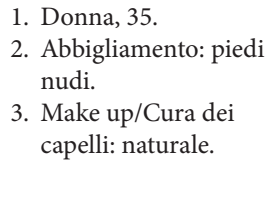
1. Mamma/Moglie.



1. Lavare i pavimenti.

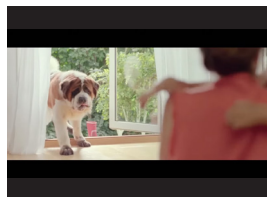


1. Cane.

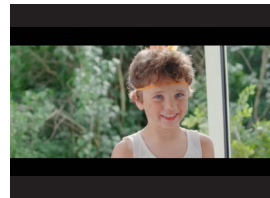


1. Donna, 35.
2. Abbigliamento: piedi nudi.
3. Make up/Cura dei capelli: naturale.

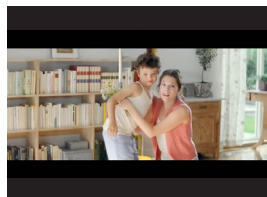
1. Realismo di vita quotidiana.



1. Figlio.

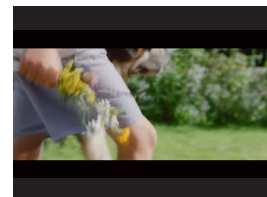


1. Giocare.

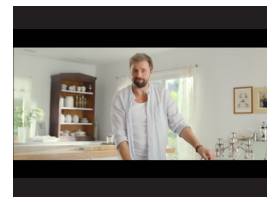
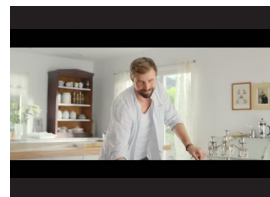
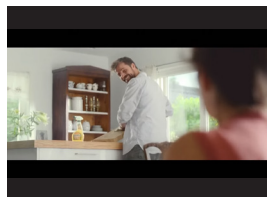


1. Papà/Marito.

1. Uomo, 35.
2. Abbigliamento: casual, camicia.



1. Pulire la cucina.

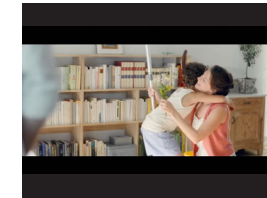
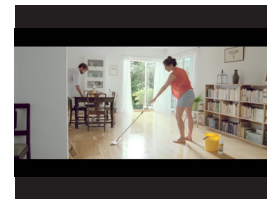
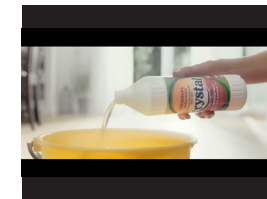
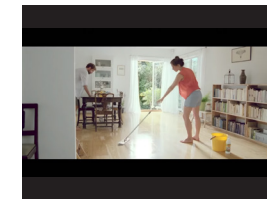
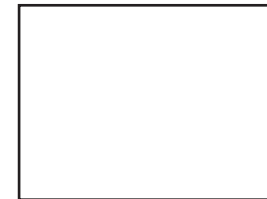


Reazione emotiva

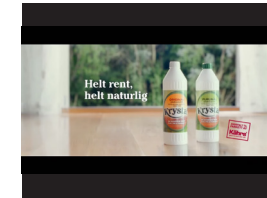
Interazione affettiva

Competenza

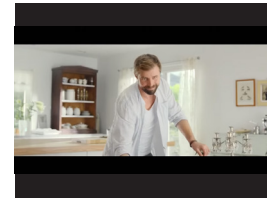
Contesto



1. Complicità.
2. Tenerezza/Indulgenza.

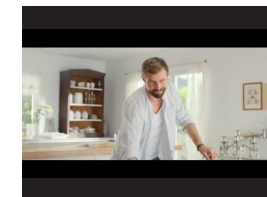
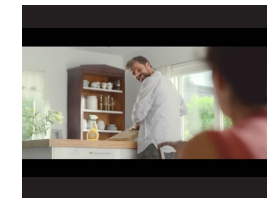


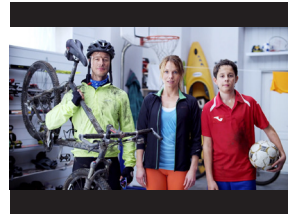
1. User/Authority.
2. Voice over: femminile.



1. Domestico: casa con giardino, classica.

1. Complicità.
2. Tenerezza/Indulgenza.





Tecnica narrativa

Ruolo

Aspetto esteriore

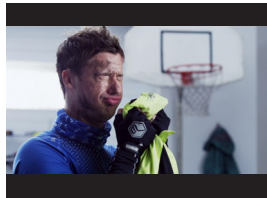
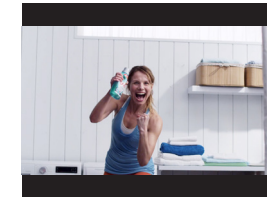
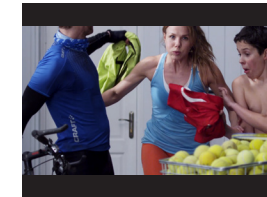
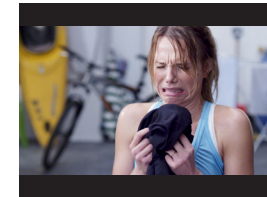
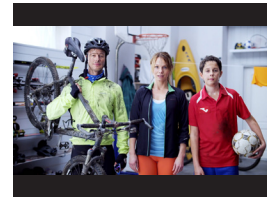
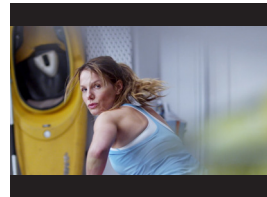
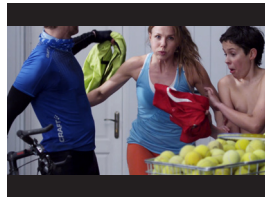
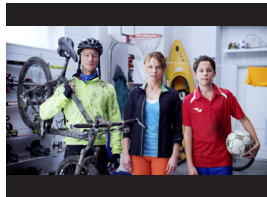
Attività

Reazione emotiva

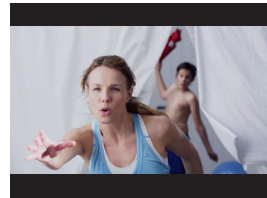
Interazione affettiva

Competenza

Contesto



1. Mamma/Moglie.



1. Sport.

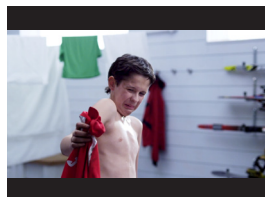


1. Realismo di vita quotidiana.

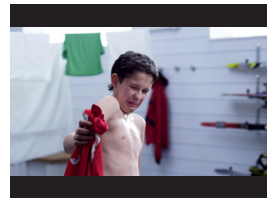
1. Donna, 35.
2. Abbigliamento: sportivo.
3. Make up/Cura dei capelli: naturale, raccolti.

1. Maschio, 12.
2. Abbigliamento: sportivo.

1. Figlio.



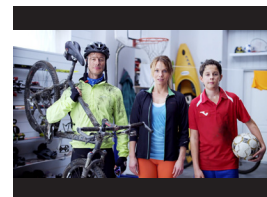
1. Papà/Marito.



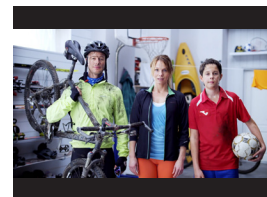
1. Uomo, 35.
2. Abbigliamento: sportivo.



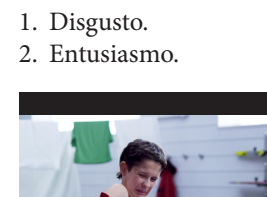
1. Sport.



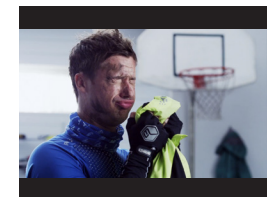
1. Sport.



1. Disgusto.
2. Entusiasmo.



1. Disgusto.
2. Entusiasmo.

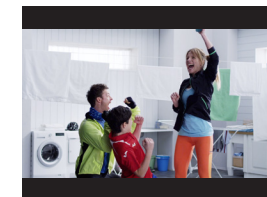


1. Complicità.
2. Scherzo.



1. Complicità.

1. Complicità.



1. User/Authority.
2. Voice over: maschile e femminile.

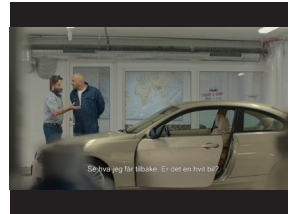


1. Domestico: lavanderia.

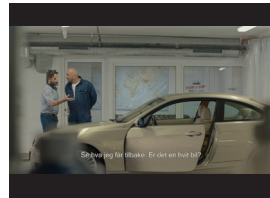
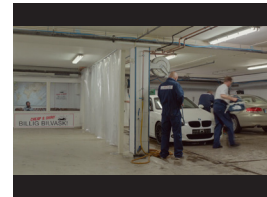
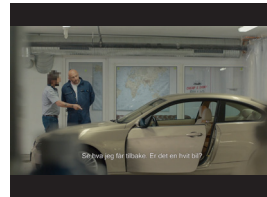
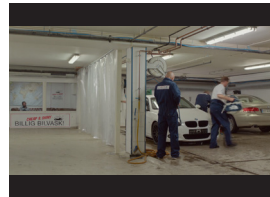


Tecnica narrativa	Ruolo	Aspetto esteriore	Attività
	1. Mamma.		
		1. Donna, 35. 2. Abbigliamento: casual. 3. Make up/Cura dei capelli: naturale. 4. Accessori: collana, orologio, fede al dito.	1. Prendersi cura delle figlie. 2. Fare la lavatrice.
			1. Giocare: all'aperto.
1. Realismo di vita quotidiana.	1. Figlie.	1. Femmine, 6-8. 2. Abbigliamento: casual, camicia bianca.	

Reazione emotiva	Interazione affettiva	Competenza	Contesto
	1. Tenerezza/Indulgenza.	1. Opinion. 2. Voice over: maschile.	1. Exrtadomestico: tempo libero, nella natura. 2. Domestico.



Tecnica narrativa Ruolo Aspetto esteriore Attività



1. Lavoratore: meccanico.

1. Uomo, 40.
2. Abbigliamento: tuta da lavoro.

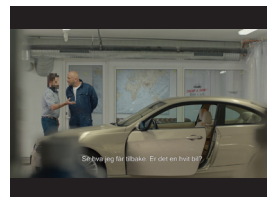
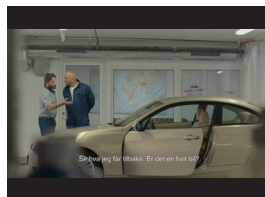
1. Lavorare.



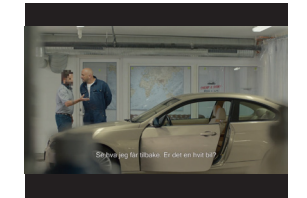
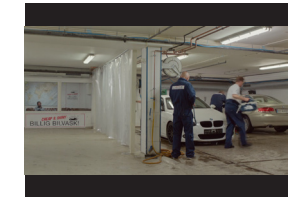
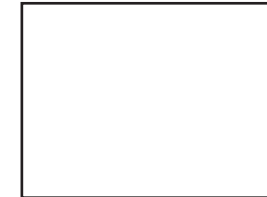
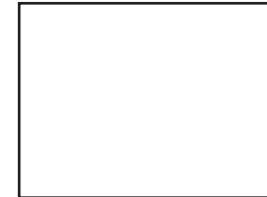
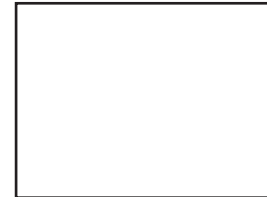
1. Ironia.

1. Cliente.

1. Uomo, 40.
2. Abbigliamento: casual.

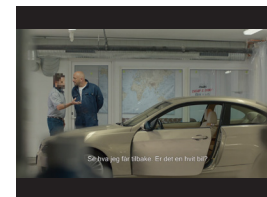


Reazione emotiva Interazione affettiva Competenza Contesto



1. Exrtadomestico: lavoro.

1. Frustrazione.



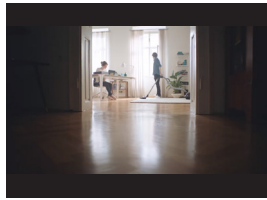
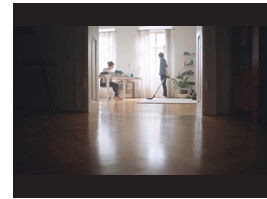
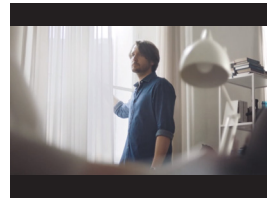
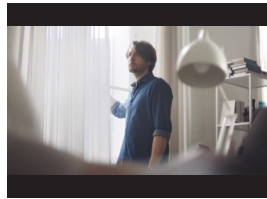
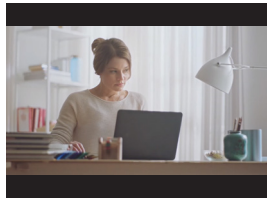


Tecnica narrativa

Ruolo

Aspetto esteriore

Attività



1. Fidanzato.

1. Uomo, 30.
2. Abbigliamento: informale.

1. Passare l'aspirapolvere.

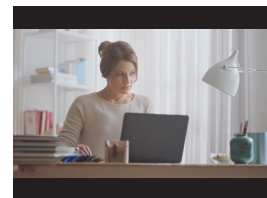
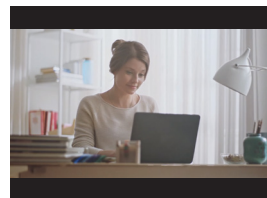
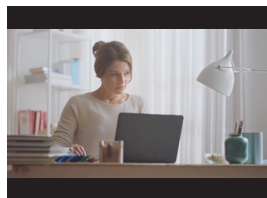


1. Realismo di vita quotidiana.

1. Fidanzata.

1. Donna, 30.
2. Abbigliamento: informale.
3. Make up/Cura dei capelli: naturale, raccolti.

1. Lavorare.

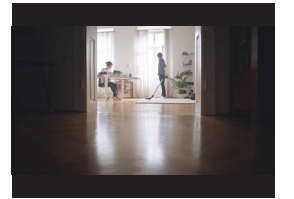
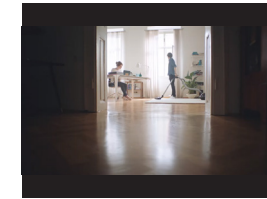


Reazione emotiva

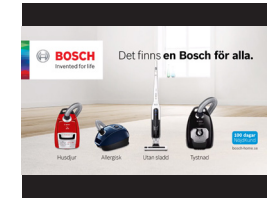
Interazione affettiva

Competenza

Contesto



1. Domestico: urbano.



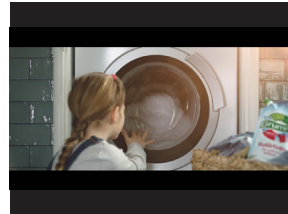
1. User/Authority.
2. Voice over: maschile.



Grumme

Detersivo per piatti
Detersivo per lavatrice

Svezia



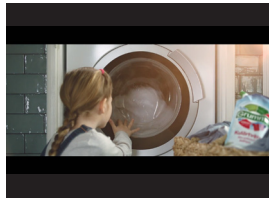
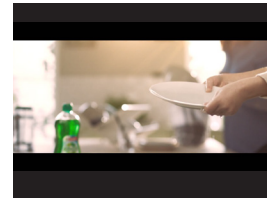
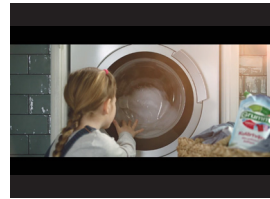
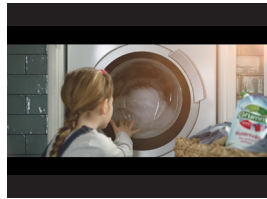
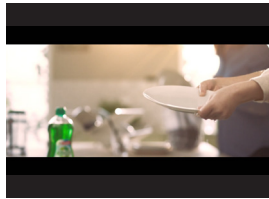
#collaborazione #papà #figlia

Tecnica narrativa

Ruolo

Aspetto esteriore

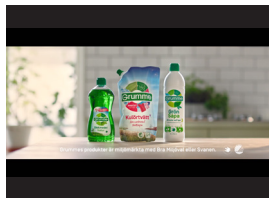
Attività



1. Figlia.

1. Femmina, 7.
2. Abbigliamento:
casual.

1. Lavare i piatti.



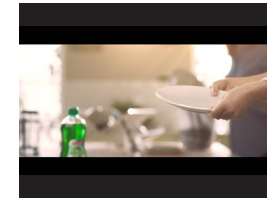
1. Realismo di vita
quotidiana.

Reazione emotiva

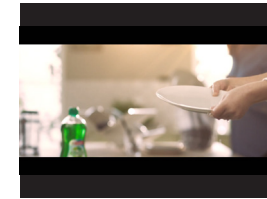
Interazione affettiva

Competenza

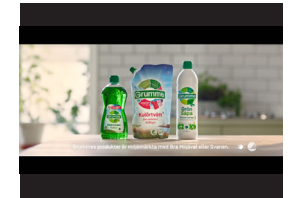
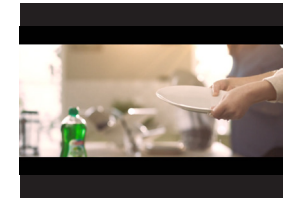
Contesto



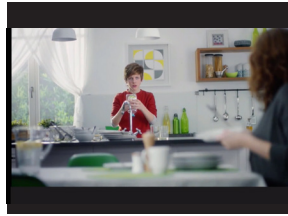
1. Collaborazione.



1. User/Authority.
2. Voice over: femmini-
le, bambina.



1. Domestico.



Tecnica narrativa	Ruolo	Aspetto esteriore	Attività
	1. Figlio.	1. Maschio, 13. 2. Abbigliamento: casual.	1. Lavare i piatti.
		1. Uomo, 50. 2. Abbigliamento: casual, camicia.	
1. Realismo di vita quotidiana.			
	1. Amico: vicino.		
		1. Donna, 40. 2. Abbigliamento: casual. 3. Make up/Cura dei capelli: naturale.	1. Lavare i piatti.
1. Mamma.			

Reazione emotiva	Interazione affettiva	Competenza	Contesto
	1. Collaborazione.		
		1. User/Authority. 2. Voice over: maschile.	1. Domestico: villette.
	1. Educazione.	1. Opinione.	
	1. Collaborazione.	1. User/authority.	

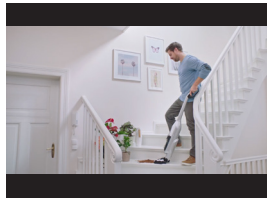
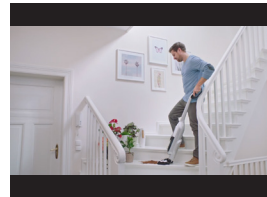
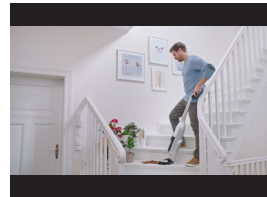
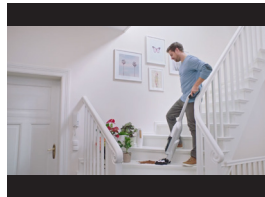


Tecnica narrativa

Ruolo

Aspetto esteriore

Attività



1. Papà.

1. Uomo, 35.
2. Abbigliamento:
casual.

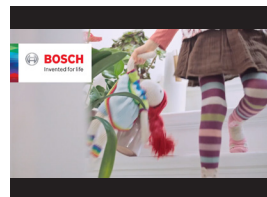
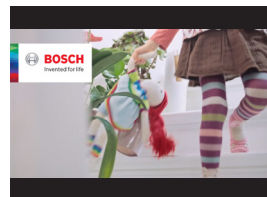
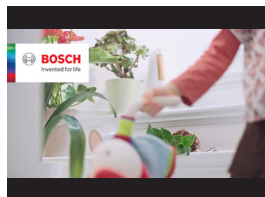


1. Passare l'aspirapolvere.



1. Realismo di vita quotidiana.

1. Figlia.



1. Femmina: 6.
2. Abbigliamento: casual, colorato.

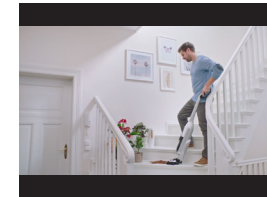
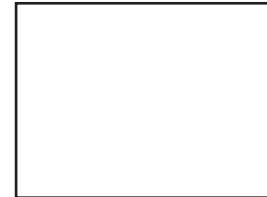
1. Giocare.

Reazione emotiva

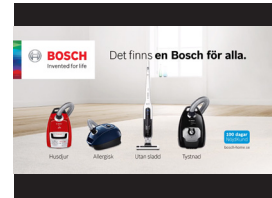
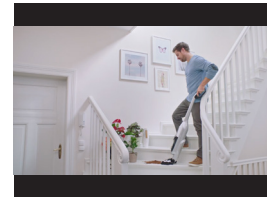
Interazione affettiva

Competenza

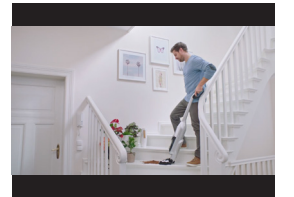
Contesto



1. Tenerezza/Indulgenza.



1. User/Authority.
2. Voice over: maschile.

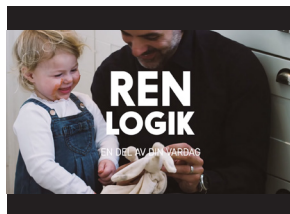


1. Domestico.



Ren Logik
Detersivo per lavatrice

Svezia



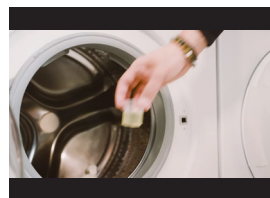
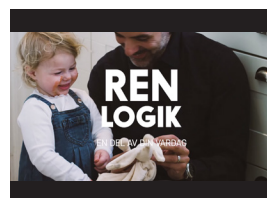
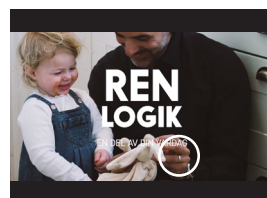
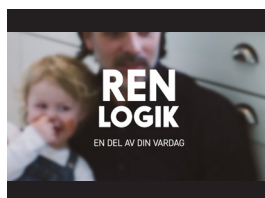
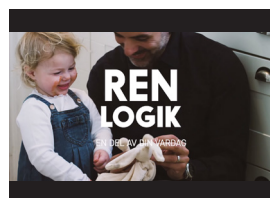
#papà #puliscelui #fedeadlito

Tecnica narrativa

Ruolo

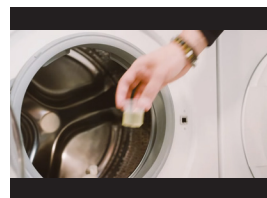
Aspetto esteriore

Attività

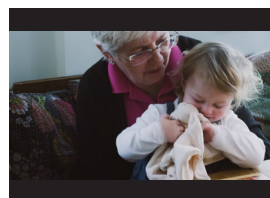


1. Papà.

1. Uomo, 35.
2. Abbigliamento: casual.
3. Accessori: bracciale, fede al dito.

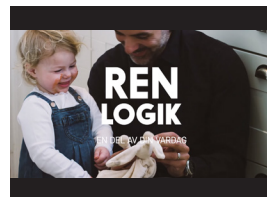


1. Prendersi cura del figlio.
2. Fare la lavatrice.

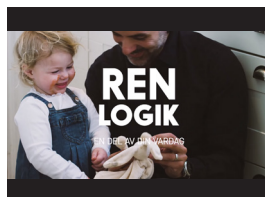


1. Realismo di vita quotidiana.

1. Maschio, 3.

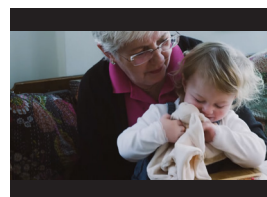
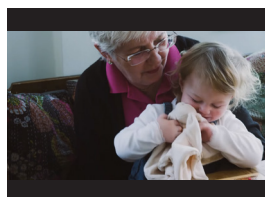


1. Figlio.



1. Donna, 60.
2. Abbigliamento: casual.
3. Make up/Cura dei capelli: naturale.

1. Nonna.

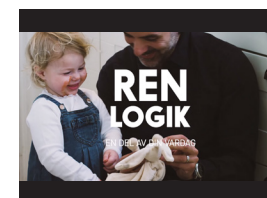


Reazione emotiva

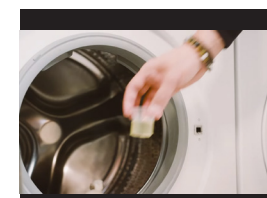
Interazione affettiva

Competenza

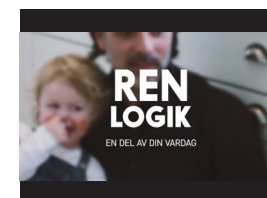
Contesto



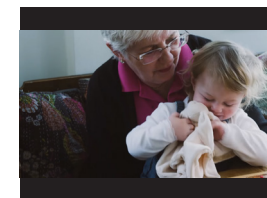
1. Tenerezza.



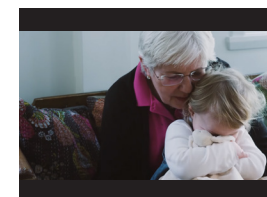
1. User/Authority.
2. Voice over: femminile.



1. Domestico.



1. Tenerezza.



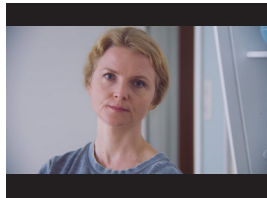
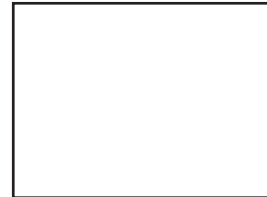
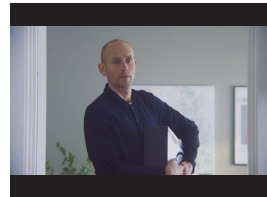
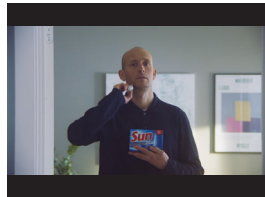
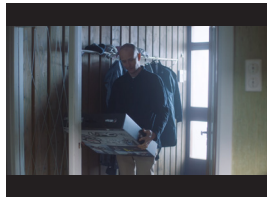


Tecnica narrativa

Ruolo

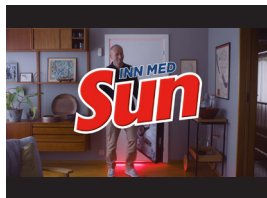
Aspetto esteriore

Attività



1. Marito/Papà.

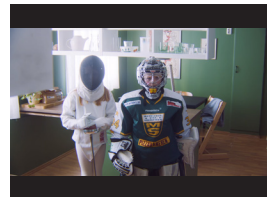
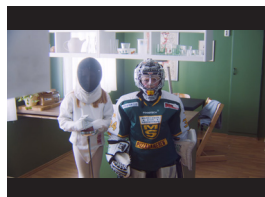
- 1. Uomo, 35.
- 2. Abbigliamento: casual.
- 3. Accessori: bracciale, fede al dito.



- 1. Realismo di vita quotidiana.
- 2. Ironia.

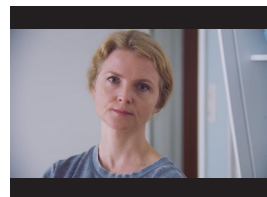
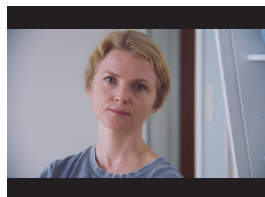
- 1. Maschio e femmina: 10-12.
- 2. Abbigliamento: sportivo.

1. Figli.



1. Moglie/Mamma.

- 1. Donna, 40.
- 2. Abbigliamento: casual.
- 3. Make up/Cura dei capelli: naturale.

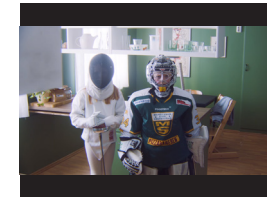
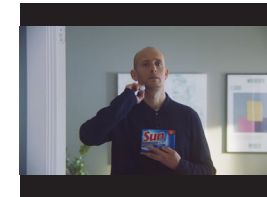
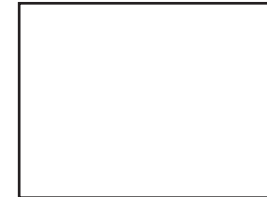
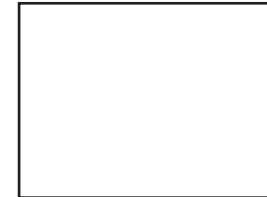


Reazione emotiva

Interazione affettiva

Competenza

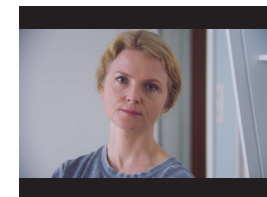
Contesto



- 1. User/Authority.
- 2. Voice over: maschile.

1. Domestico.

1. Minaccia.





Tecnica narrativa

Ruolo

Aspetto esteriore

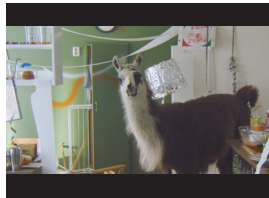
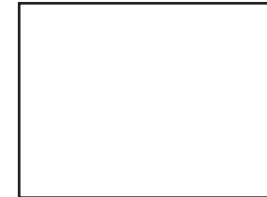
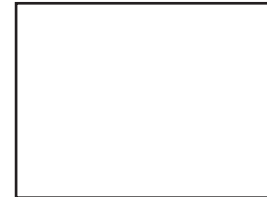
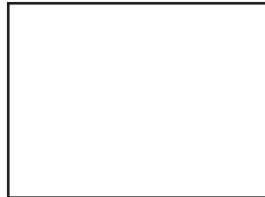
Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Figlio.

1. Uomo, 20.
2. Abbigliamento: da casa.



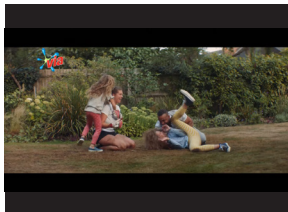
1. User/Authority.
2. Voice over: maschile.



1. Domestico.



1. Realismo di vita quotidiana.
2. Ironia.

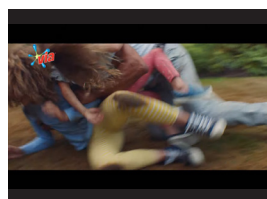
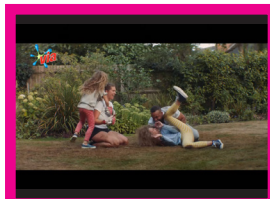
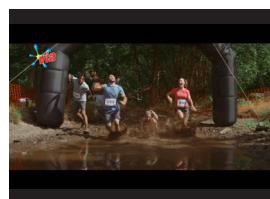


Tecnica narrativa

Ruolo

Aspetto esteriore

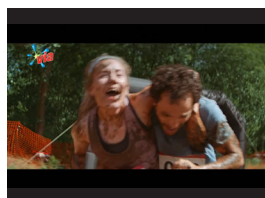
Attività



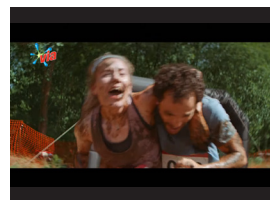
1. Famiglia.

1. Uomo di colore,
Donna, 2 figlie.
2. Casual.

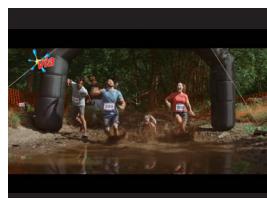
1. Giocare.



1. Coppia.



1. Uono, donna.



1. Sport.



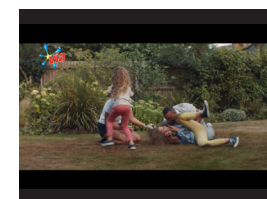
1. Realismo di vita quotidiana.

Reazione emotiva

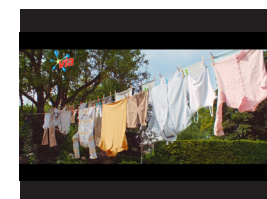
Interazione affettiva

Competenza

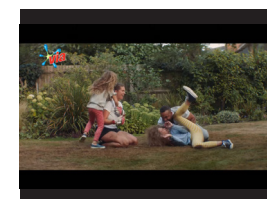
Contesto



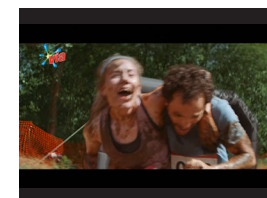
1. Complicità.



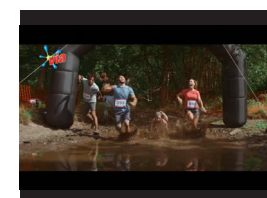
1. Voice over: femminile.



1. Domestico: giardino.



1. Complicità.



1. Extradomestico: tempo libero.



Tecnica narrativa

Ruolo

Aspetto esteriore

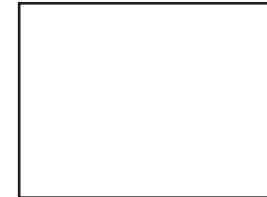
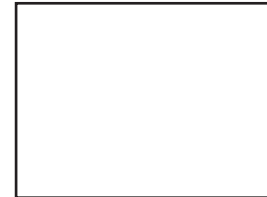
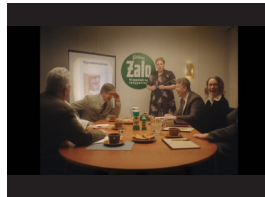
Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Professionista.
2. Esperta.

1. Donna, 30.
2. Abbigliamento formale.
3. Make up/Cura dei capelli: naturale, raccolti.

1. Lavorare.



1. Realismo di vita quotidiana.
2. Ironia.



1. Factual.
2. Voice over: maschile.

1. Extradomestico: lavorativo.

SPAGNA

Dixan
Detersivo per lavatrice



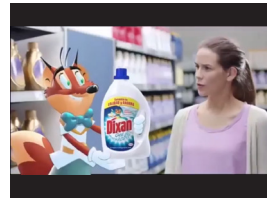
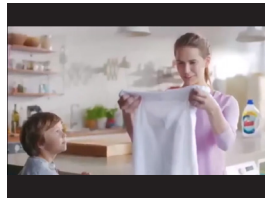
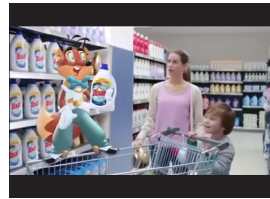
#testimonial #lavorodadonne
#fedaldito

Tecnica narrativa

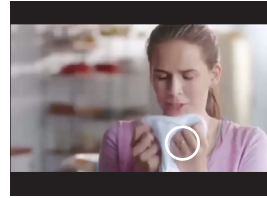
Ruolo

Aspetto esteriore

Attività



1. Mamma.

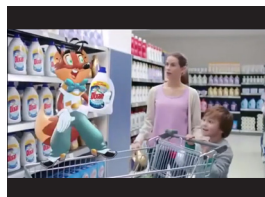


1. Donna, 35.
2. Abbigliamento: casual.
3. Make up/Cura dei capelli: naturale, raccolti.
4. Accessori: fede al dito.

1. Fare la spesa.
2. Fare il bucato.

1. Realismo di vita quotidiana.
2. Animazione.

1. Testimonial: Fox.



1. Volpe.

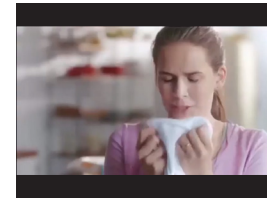


Reazione emotiva

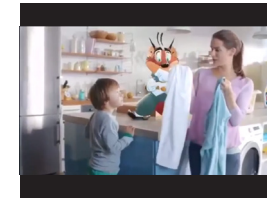
Interazione affettiva

Competenza

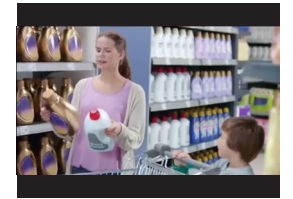
Contesto



1. Entusiasmo.

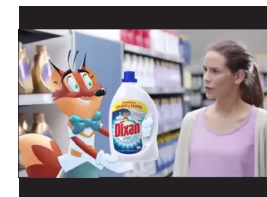


1. User/Authority.



1. Extradomestico: tempo libero.
2. Domestico.

1. Educazione.



1. Factual.



Cillit Bang
Sgrassatore

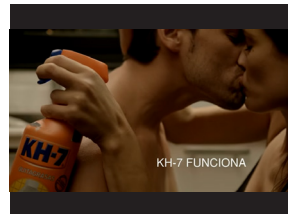


#parodia #ironia #puliscelui #col-
laborazione

Tecnica narrativa	Ruolo	Aspetto esteriore	Attività
	1. Marito.		
		1. Uomo, 35. 2. Abbigliamento: casual.	1. Fare la spesa. 2. Pulire il bagno.
1. Parodia.		1. Donna, 35. 2. Abbigliamento: casual. 3. Make up/Cura dei capelli: naturale.	
	1. Moglie.		1. Fare la spesa.

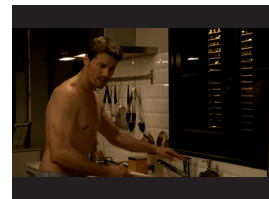
Reazione emotiva	Interazione affettiva	Competenza	Contesto
	1. Complicità.		
1. Frustrazione/Disgusto.		1. User/Authority. 2. Voice over maschile.	1. Domestico: villetta con giardino.
1. Frustrazione/Disgusto.			
	1. Complicità.		

KH-7
Sgrassatore

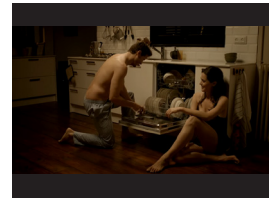


#seduzione #ironia #collaborazione

Tecnica narrativa Ruolo Aspetto esteriore Attività



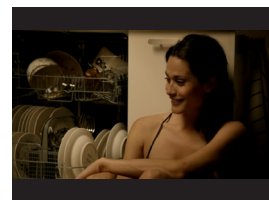
1. Fidanzato.



1. Fare la lavastoviglie.

1. Uomo, 30.

1. Donna, 30.
2. Make up/Cura dei capelli: naturale.

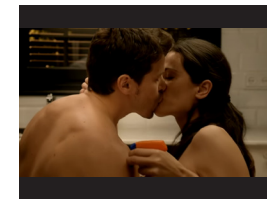
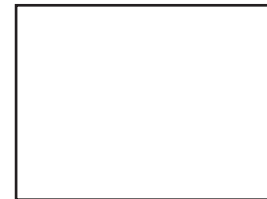


1. Fidanzata.

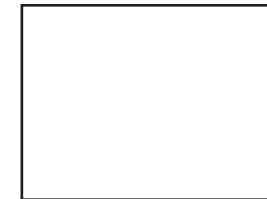
1. Fare la lavastoviglie.

1. Realismo di vita quotidiana.
2. Ironia.

Reazione emotiva Interazione affettiva Competenza Contesto



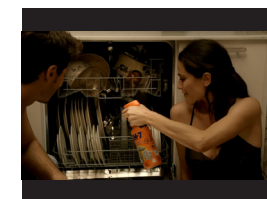
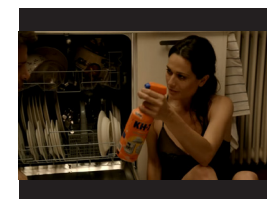
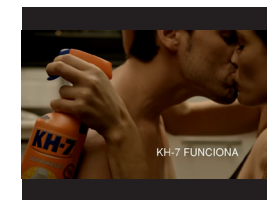
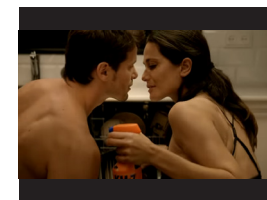
1. Seduzione.



1. Domestico.

1. Seduzione.
2. Educazione.

1. User/Authority.
2. Voice over: femminile.



Finish Quantum

Detersivo per lavastoviglie



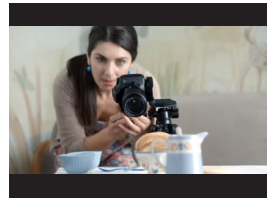
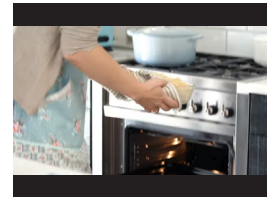
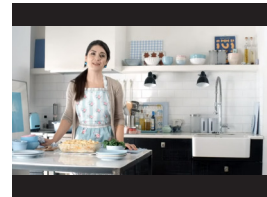
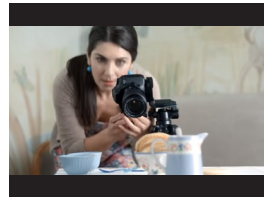
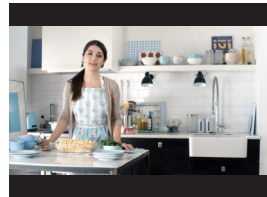
#testimonial #lavordadonne

Tecnica narrativa

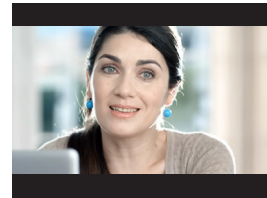
Ruolo

Aspetto esteriore

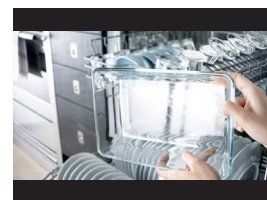
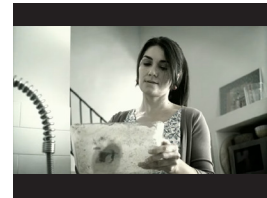
Attività



1. Testimonial: Sandra Mangas, food blogger.

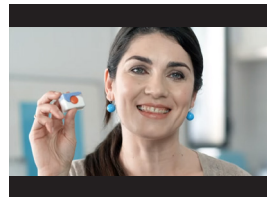


1. Donna, 30.
2. Abbigliamento: grembiule.
3. Meke up/Cura dei capelli: naturale, raccolti.
4. Accessori: orecchini.



1. Cucinare.
2. Lavare i piatti.
3. Fare la lavastoviglie.

1. Realismo di vita quotidiana.
2. Testimonianza diretta.

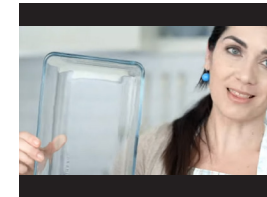


Reazione emotiva

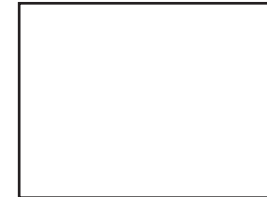
Interazione affettiva

Competenza

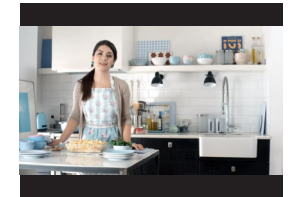
Contesto



1. Entusiasmo.



1. Opinion.
2. Voice over: femminile.
3. «Pruébalo y juzga tú misma».



1. Domestico.





Tecnica narrativa	Ruolo	Aspetto esteriore	Attività
	1. Marito.	1. Uomo, 40. 2. Accessori: fede al dito.	
	1. Moglie.		1. Disinfettare.
	1. Parodia/Ironia.	1. Donna, 40. 2. Abbigliamento: casual. 3. Meke up/Cura dei capelli: naturale. 4. Accessori: orecchini, collana.	
	1. Nonna: suocera.	1. Donna, 60. 2. Abbigliamento: classico. 3. Make up/Cura dei capelli: naturale. 4. Accessori: fede al dito, orecchini.	

Reazione emotiva	Interazione affettiva	Competenza	Contesto
	1. Complicità.	1. User/Authority.	1. Domestico.
	1. Educazione. 2. Complicità.		1. Opinione. 2. Voice over: femminile.
			1. Minaccia.
			1. User/Authority.



Tecnica narrativa

Ruolo

Aspetto esteriore

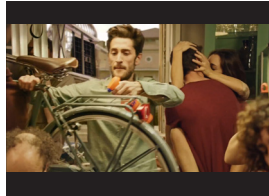
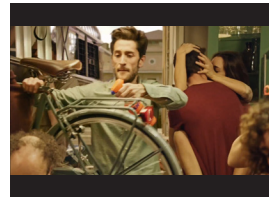
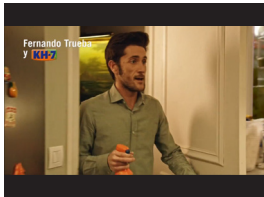
Attività

Reazione emotiva

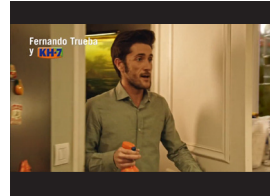
Interazione affettiva

Competenza

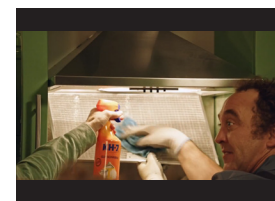
Contesto



1. Amico.



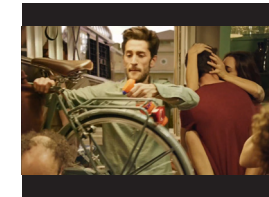
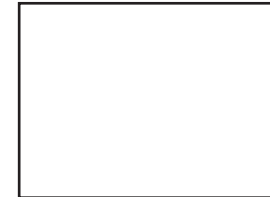
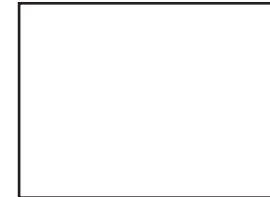
1. Uomo, 25.
2. Abbigliamento:
casual.



1. Pulizie generali.



1. Parodia/Ironia.



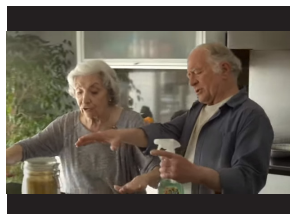
1. Opinion.



1. Domestico.

Las 3 brujas

Detersivo per pavimenti e pulizie generiche



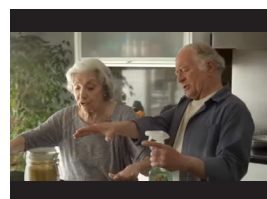
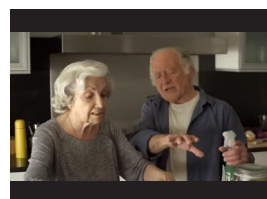
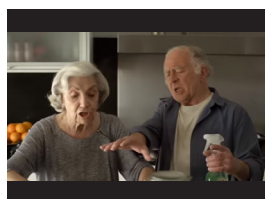
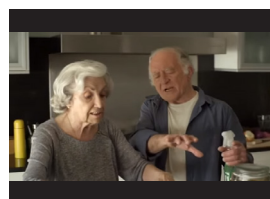
#fantasy #over60 #magia #collaborazione

Tecnica narrativa

Ruolo

Aspetto esteriore

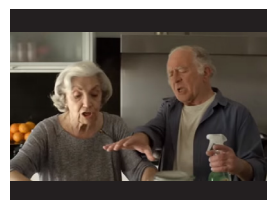
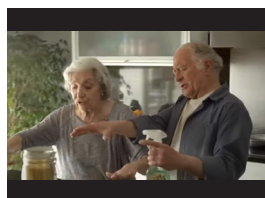
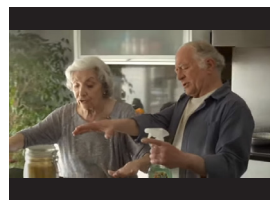
Attività



1. Nonna/Moglie.

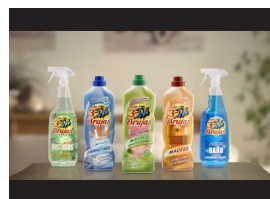
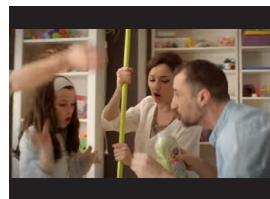
1. Donna, 65.
2. Abbigliamento: casual.

1. Pulire la cucina.



1. Nonno/Marito.

1. Uomo, 65.
2. Abbigliamento: casual.

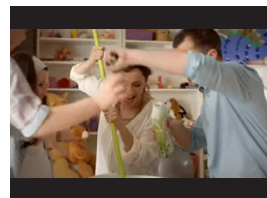
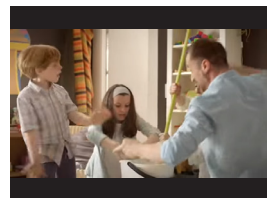
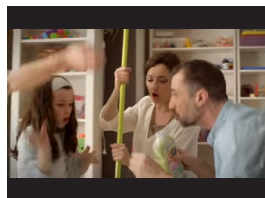


1. Realismo di vita quotidiana.
2. Fantasia.

1. Famiglia: mamma, papà, figlio, figlia.

1. Abbigliamento: informale.

1. Giocare.
2. Lavare i pavimenti.

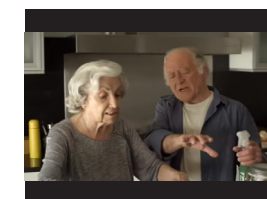
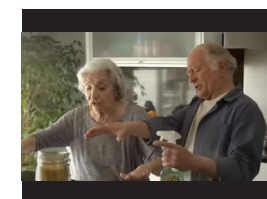
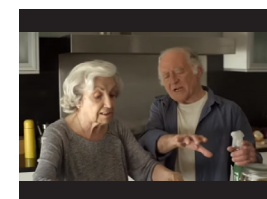


Reazione emotiva

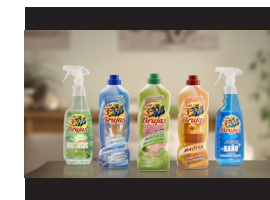
Interazione affettiva

Competenza

Contesto



1. Complicità.



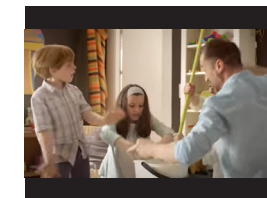
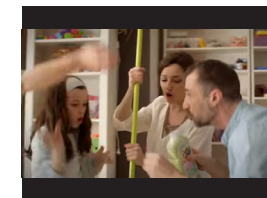
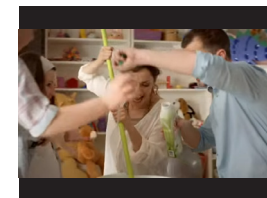
1. Domestico.

1. User/Authority.
2. Voice over: maschile.

1. Complicità.

1. User/Authority

1. Domestico.



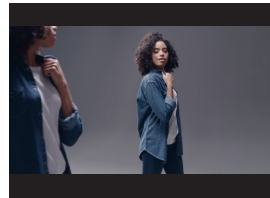
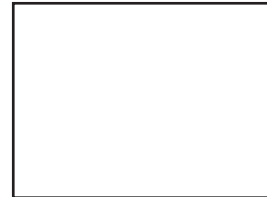
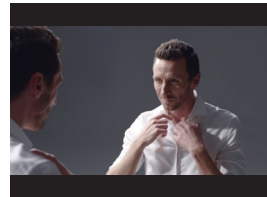
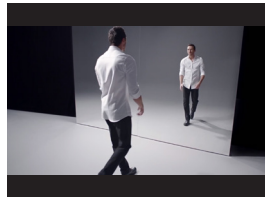
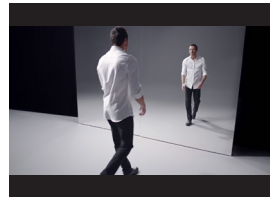


Tecnica narrativa

Ruolo

Aspetto esteriore

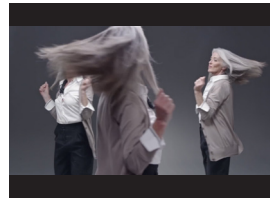
Attività



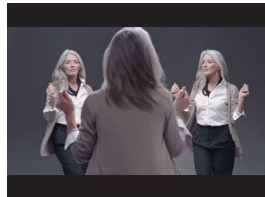
1. Single.



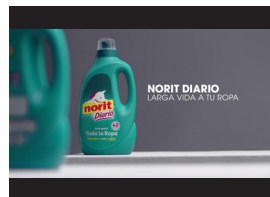
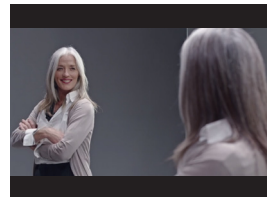
1. Uomo, 35.
2. Abbigliamento: casual, camicia.



1. Single.



1. Donna, 25, di colore.
2. Abbigliamento: casual.



1. Nonna.

1. Decontestualizzato.

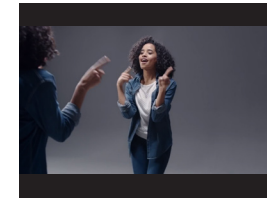
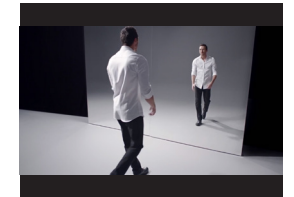
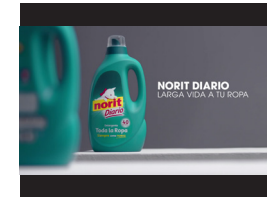
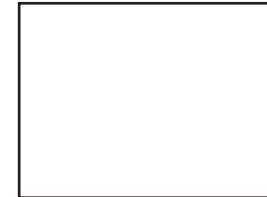
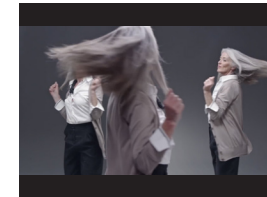
1. Donna, 70.
2. Abbigliamento: formale, moderno.
3. Accessori: collana.

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Voice over: femminile.

1. Decontestualizzato.



1. Entusiasmo.
2. Ballare.

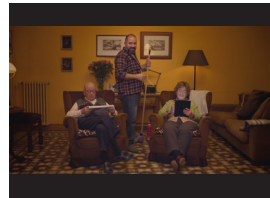
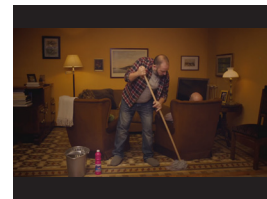
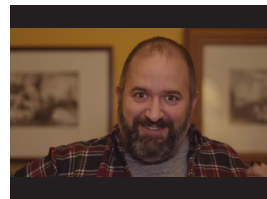
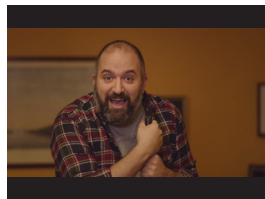


Tecnica narrativa

Ruolo

Aspetto esteriore

Attività



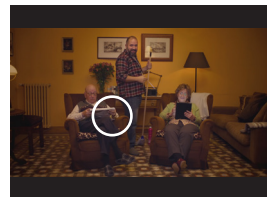
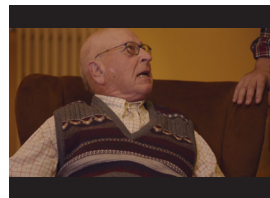
1. Figlio.

1. Uomo, 40.
2. Abbigliamento: casual.

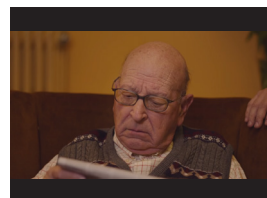


1. Uomo; 75.
2. Abbigliamento: informale, classico.
3. Accessori: fede al dito.

1. Lavare i pavimenti.

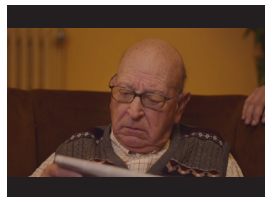


1. Papà.



1. Rilassarsi.

1. Realismo di vita quotidiana.
2. Parodia.

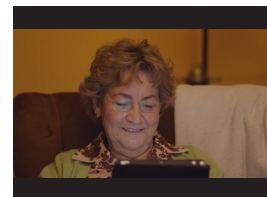
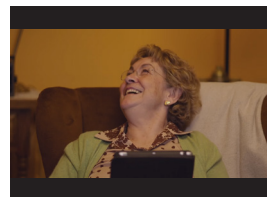
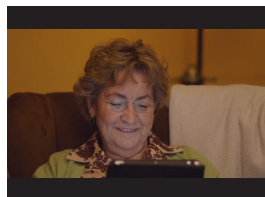


1. Donna, 65.
2. Abbigliamento: informale classico.
3. Accessori: orecchini.



1. Rilassarsi.

1. Mamma.

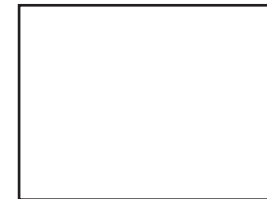


Reazione emotiva

Interazione affettiva

Competenza

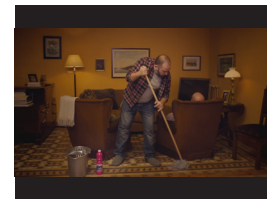
Contesto



1. Mammismo.



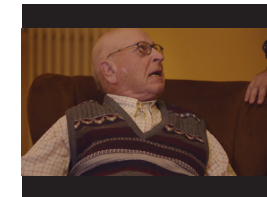
1. User/Authority.



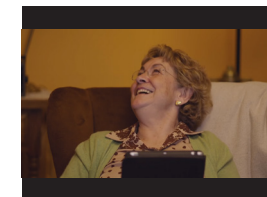
1. Domestico: classico.



1. Insofferenza.



1. Tenerezza/Indulgenza.



Colon
Detersivo per lavatrice



Tecnica narrativa	Ruolo	Aspetto esteriore	Attività
	1. Marito.		
		<ol style="list-style-type: none"> 1. Uomo, 55. 2. Abbigliamento: casual, camicia. 3. Accessori: fede al dito. 	<ol style="list-style-type: none"> 1. Rilassarsi. 2. Fare la lavatrice.
		<ol style="list-style-type: none"> 1. Donna, 50. 2. Abbigliamento: informale classico. 3. Accessori: collana, fede al dito. 	
1. Parodia/Ironia.			1. Fare la lavatrice.
	1. Moglie.		

Reazione emotiva	Interazione affettiva	Competenza	Contesto
1. Disgusto.			1. Domestico.
		1. Opinione.	
	1. Educazione.		

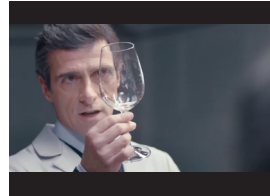
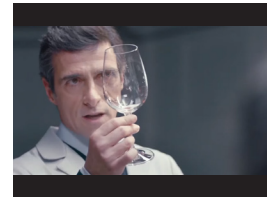
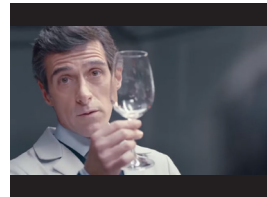
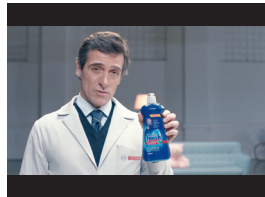
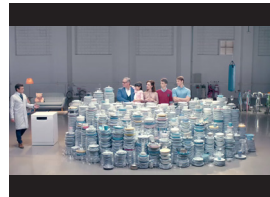


Tecnica narrativa

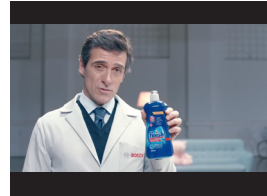
Ruolo

Aspetto esteriore

Attività



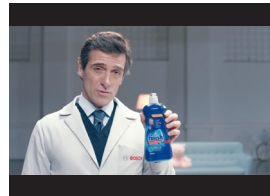
1. Esperto.



1. Uomo, 40.
2. Abbigliamento:
camice.



1. Fare la lavastoviglie.

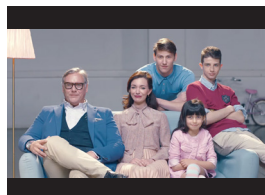


1. Abbigliamento:
formale.



1. Parla l'esperto.
2. Ironia.

1. Famiglia: mamma,
papà, 3 figli.

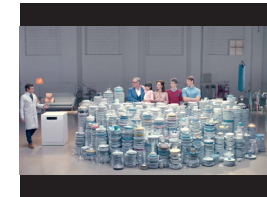
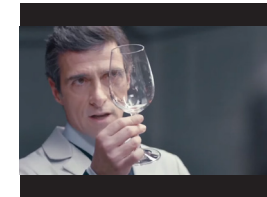
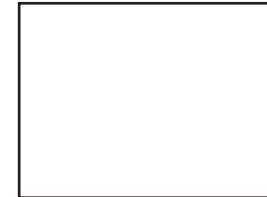
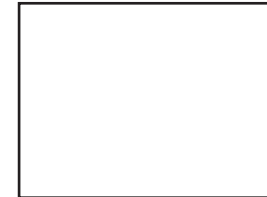


Reazione emotiva

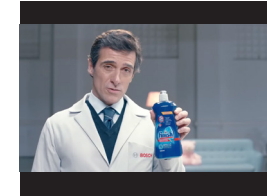
Interazione affettiva

Competenza

Contesto

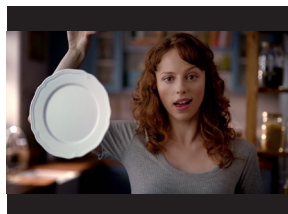


1. Decontestualizzato.



1. Factual.



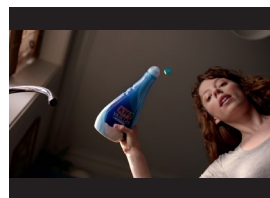
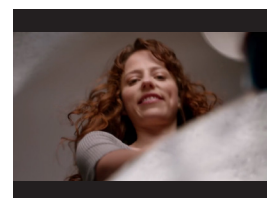
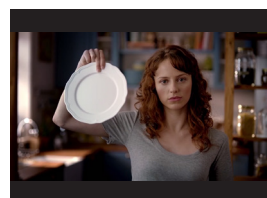
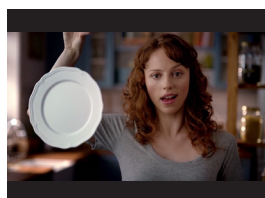
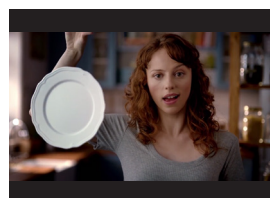


Tecnica narrativa

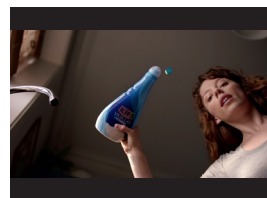
Ruolo

Aspetto esteriore

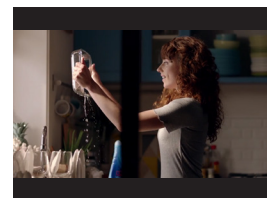
Attività



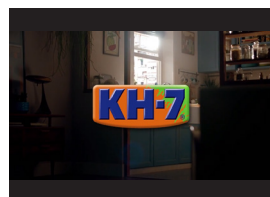
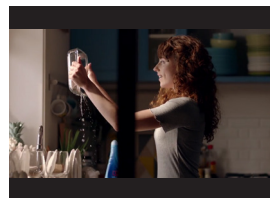
1. Single.



1. Donna, 30.
2. Abbigliamento: casual.
3. Make up/Cura dei capelli: naturale.



1. Lavare i piatti.



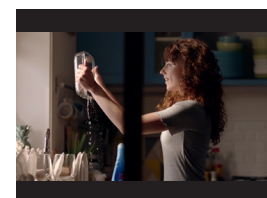
1. Realismo di vita quotidiana.

Reazione emotiva

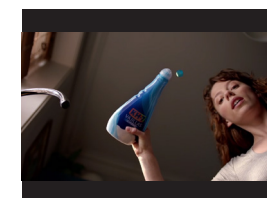
Interazione affettiva

Competenza

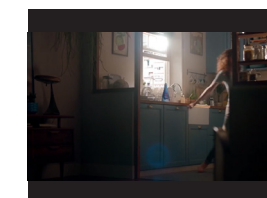
Contesto



1. Specchiarsi.



1. User/Authority.
2. Voice over: femminile.



1. Domestico.

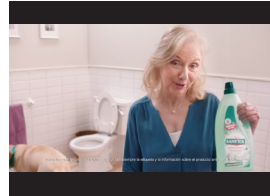
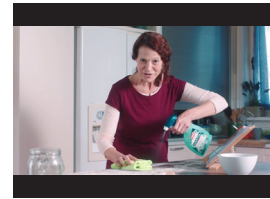
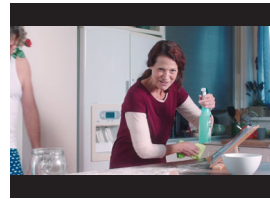
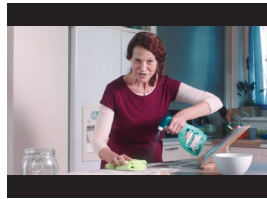
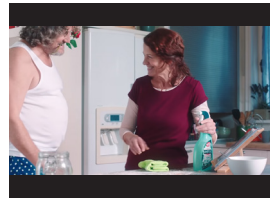


Tecnica narrativa

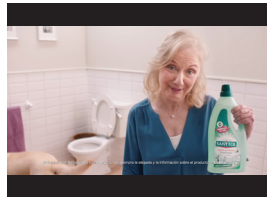
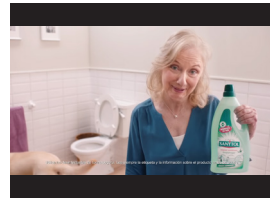
Ruolo

Aspetto esteriore

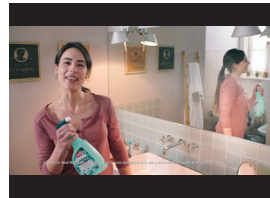
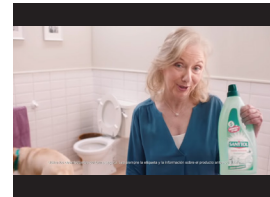
Attività



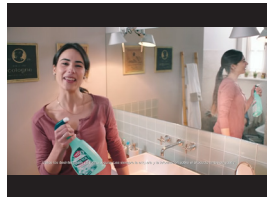
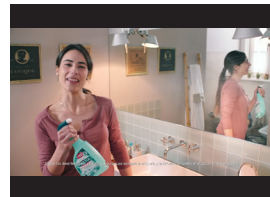
1. Moglie.

1. Donna, 50.
2. Abbigliamento:
casual.

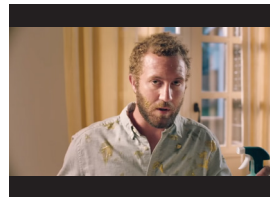
1. Pulire la cucina.



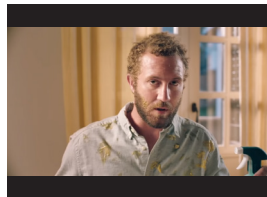
1. Nonna.

1. Donna, 70.
2. Accessori: collana.

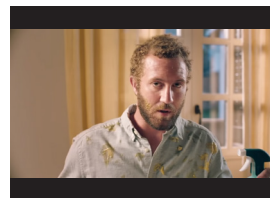
1. Pulire il bagno.



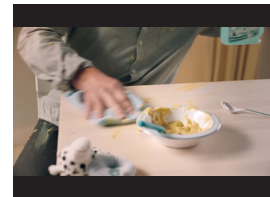
1. Moglie.

1. Realismo di vita
quotidiana.
2. Ironia.

1. Papà.

1. Donna, 35.
2. Accessori: collana,
orecchini.

1. Pulire il bagno.

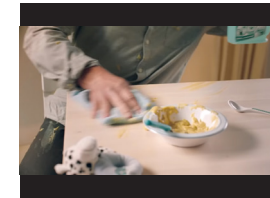
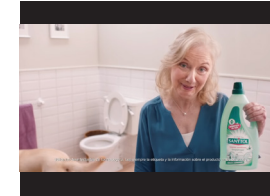
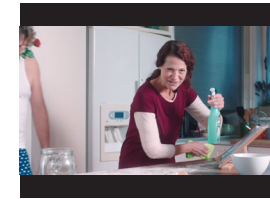
1. Prendersi cura del
figlio.1. Uomo, 35.
2. Abbigliamento:
casual.

Reazione emotiva

Interazione affettiva

Competenza

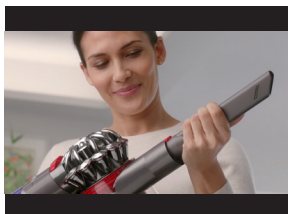
Contesto



1. Domestico.

1. Opinione.
2. Voice over: femmi-
nile.

Dyson
Scopa elettrica



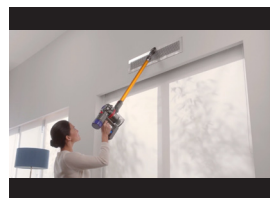
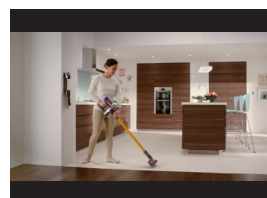
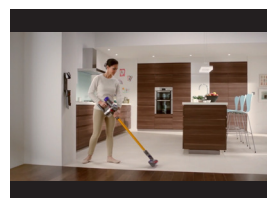
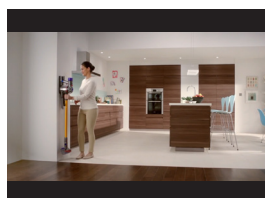
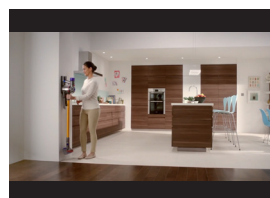
#lavorodadonne

Tecnica narrativa

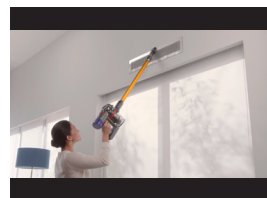
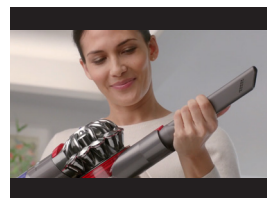
Ruolo

Aspetto esteriore

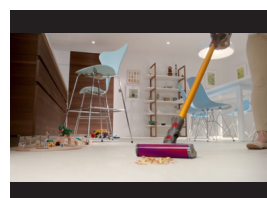
Attività



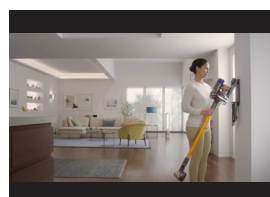
1. Mamma.
2. Casalinga



1. Donna, 35.
2. Abbigliamento:
casual.
3. Make up/Cura dei
capelli: naturale,
raccolti.



1. Pulizie generali.
2. Passare l'aspirapol-
vere.



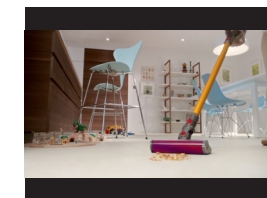
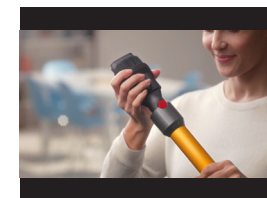
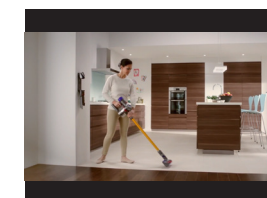
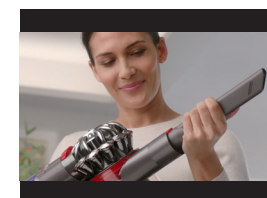
1. Realismo di vita
quotidiana.

Reazione emotiva

Interazione affettiva

Competenza

Contesto

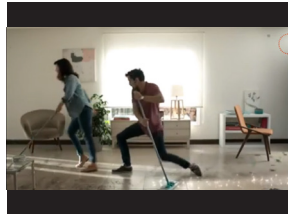


1. User/Authority.
2. Voice over: femmi-
nile.

1. Domestico.

Fabuloso

Detersivo per pavimenti
e pulizie genarli



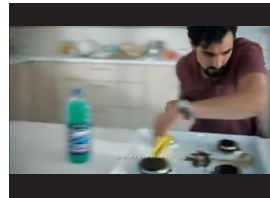
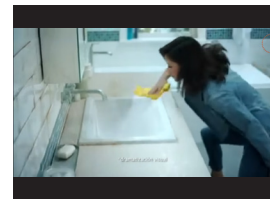
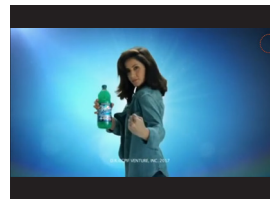
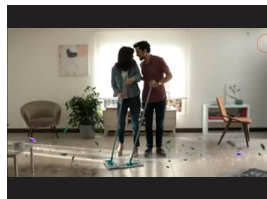
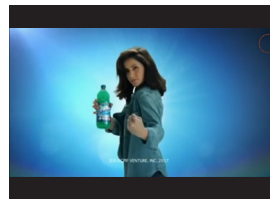
#collaborazione #musical

Tecnica narrativa

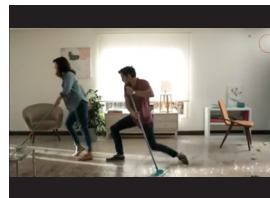
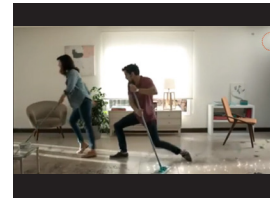
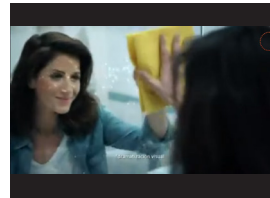
Ruolo

Aspetto esteriore

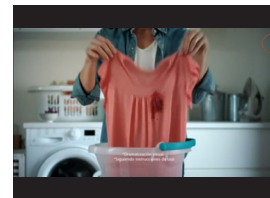
Attività



1. Moglie/Mamma.



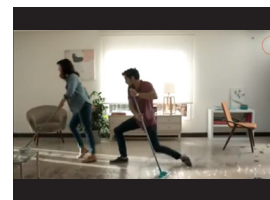
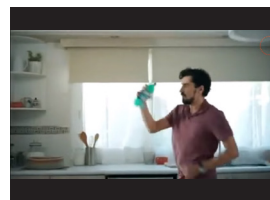
1. Donna, 40.
2. Abbigliamento: casual.
3. Make up/Cura dei capelli: naturale.



1. Pulire il bagno.
2. Lavare i pavimenti.
3. Lavare i panni.

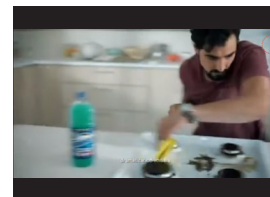
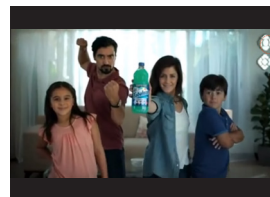
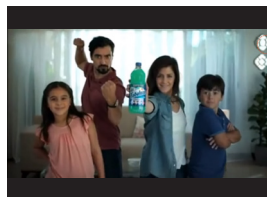
1. Uomo, 40.
2. Abbigliamento: casual.
3. Accessori: orologio.

1. Pulire la cucina.
2. Lavare i pavimenti.



1. Realismo di vita quotidiana.

1. Marito/Papà.

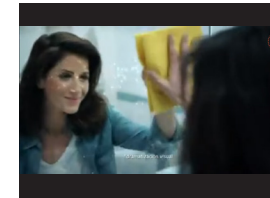
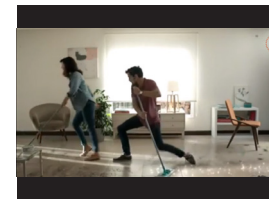
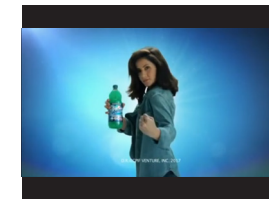
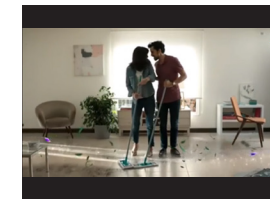
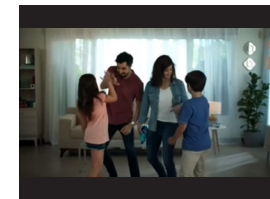


Reazione emotiva

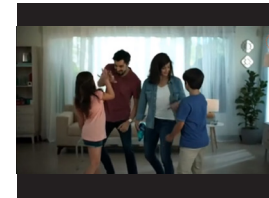
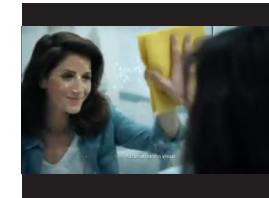
Interazione affettiva

Competenza

Contesto



1. Complicità.



1. Entusiamo.
2. Specchiarsi.

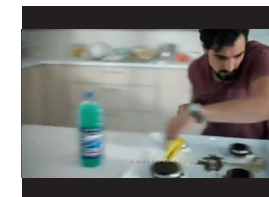
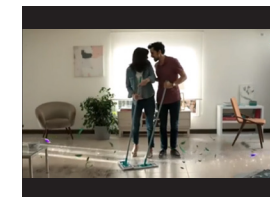
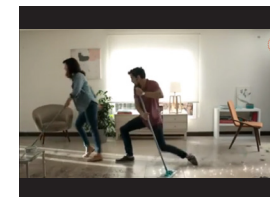
1. User/Authority.
2. Voice over: maschile.

1. Domestico.

1. Entusiamo.

1. Complicità.

1. User/Authority.



Wipp Express

Detersivo per lavatrice



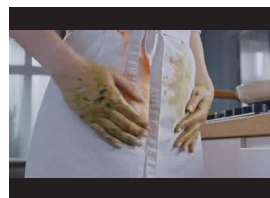
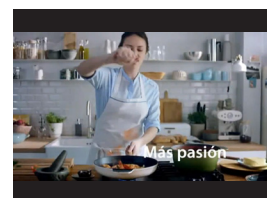
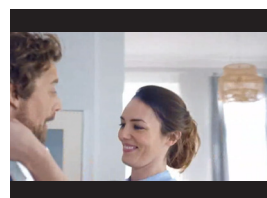
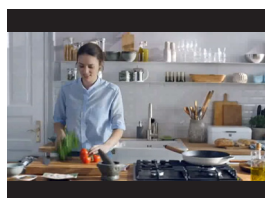
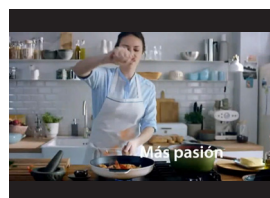
#lavorodadonne #muta

Tecnica narrativa

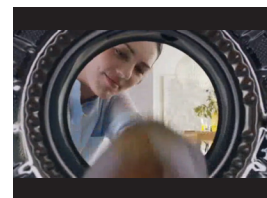
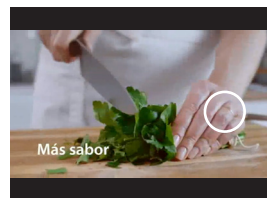
Ruolo

Aspetto esteriore

Attività

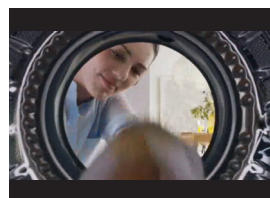


1. Moglie/Mamma.



1. Donna, 35.
2. Abbigliamento: casual.
3. Make up/Cura dei capelli: naturale, raccolti.
4. Accessori: fede al dito.

1. Cucinare.
2. Fare la lavatrice.



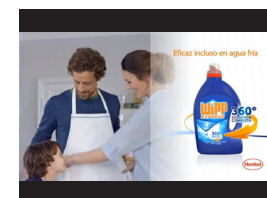
1. Realismo di vita quotidiana.

Reazione emotiva

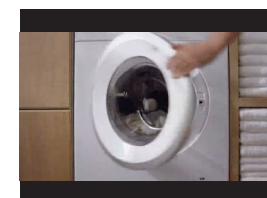
Interazione affettiva

Competenza

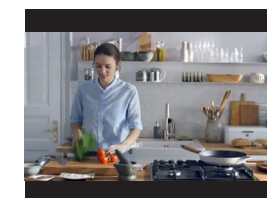
Contesto



1. Tenerezza.



1. User/Authority.
2. Voice over: femminile.



1. Domestico: cucina.

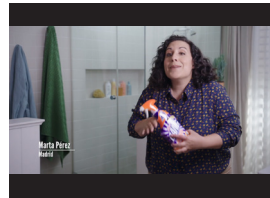
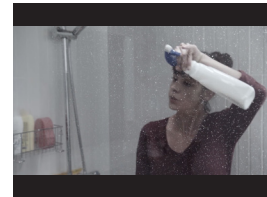
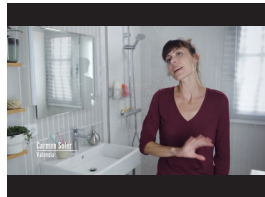
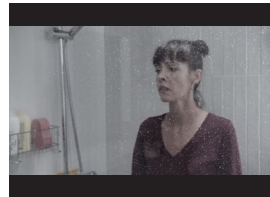


Tecnica narrativa

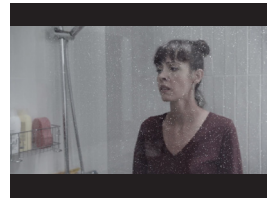
Ruolo

Aspetto esteriore

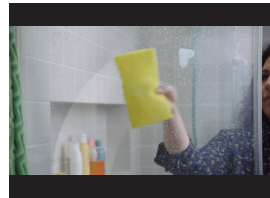
Attività



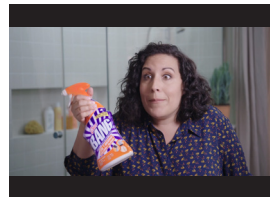
1. Casalinga.



1. Pulire il bagno.



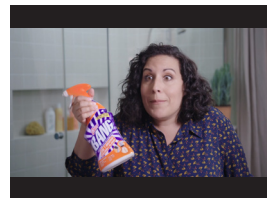
1. Donna, 35.
2. Abbigliamento: casual.
3. Make up/Cura dei capelli: naturale, raccolti.



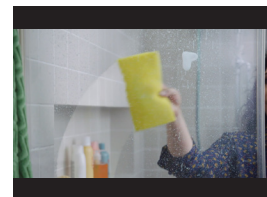
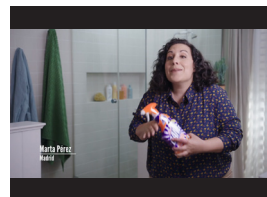
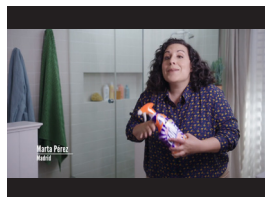
1. Donna, 35.
2. Abbigliamento: casual.
3. Make up/Cura dei capelli: naturale.

1. Realismo di vita quotidiana.
2. Testimonianza diretta.

1. Casalinga.



1. Pulire il bagno.

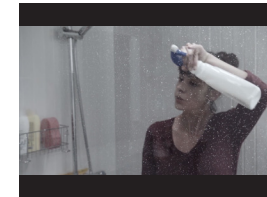


Reazione emotiva

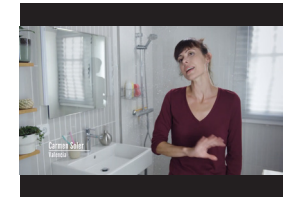
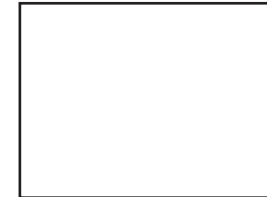
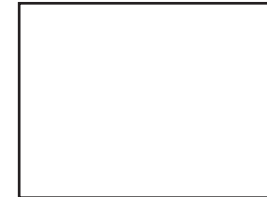
Interazione affettiva

Competenza

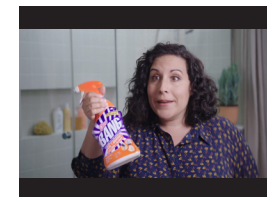
Contesto



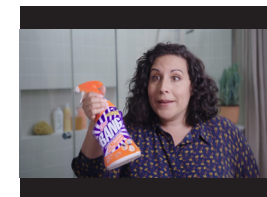
1. Frustrazione.



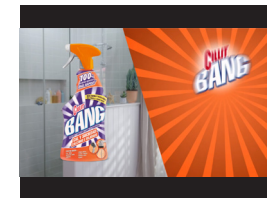
1. Domestico: bagno.



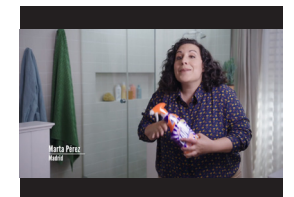
1. Entusiasmo.

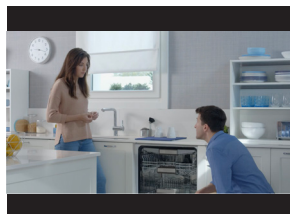


1. Opinion.
2. Voice over: maschile.



1. Domestico: bagno.



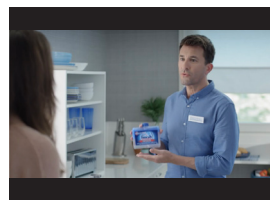
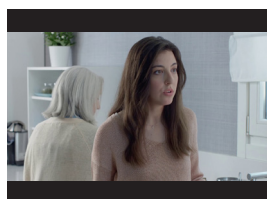
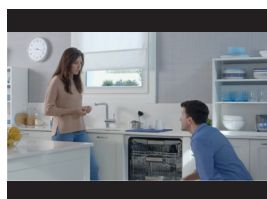
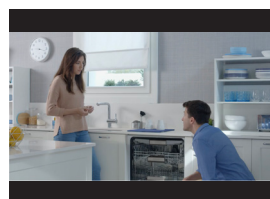


Tecnica narrativa

Ruolo

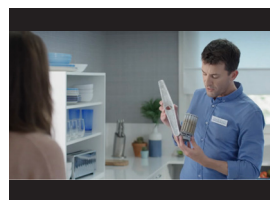
Aspetto esteriore

Attività

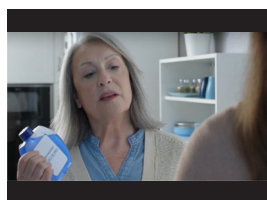


1. Figlia.

- 1. Donna, 25.
- 2. Abbigliamento: casual.
- 3. Make up/Cura dei capelli: naturale.
- 4. Accessori: collana.



1. Mamma.

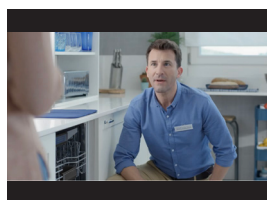


- 1. Donna, 60.
- 2. Abbigliamento: casual.
- 1. Uomo, 35.
- 2. Abbigliamento: camicia.

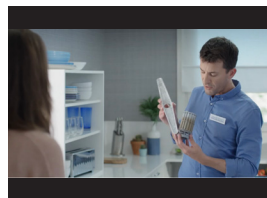
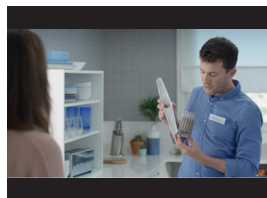
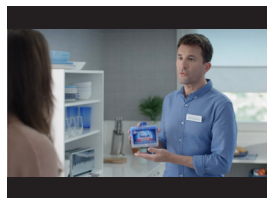


- 1. Realismo di vita quotidiana.
- 2. Parla l'esperto.

1. Esperto.



1. Lavorare.

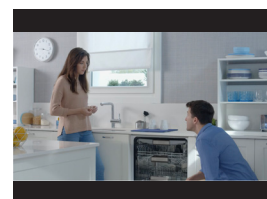


Reazione emotiva

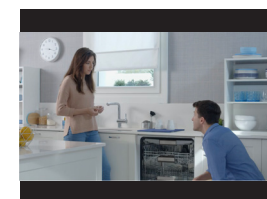
Interazione affettiva

Competenza

Contesto

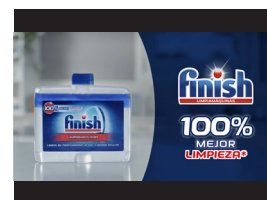


1. Frustrazione.

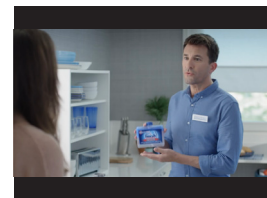
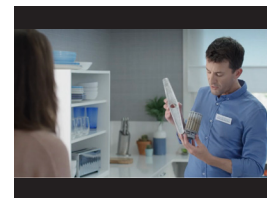


1. Domestico: cucina.

- 1. Factual.
- 2. Voice over: maschile.



1. Educazione.





Tecnica narrativa

Ruolo

Aspetto esteriore

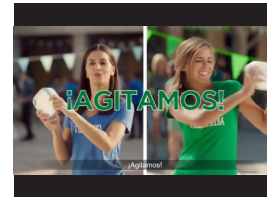
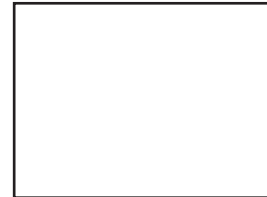
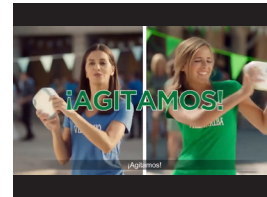
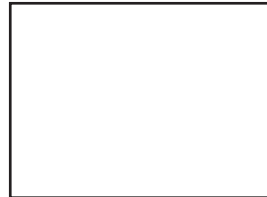
Attività

Reazione emotiva

Interazione affettiva

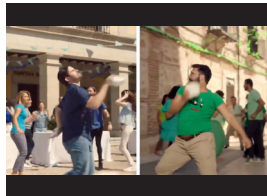
Competenza

Contesto



1. Single.

1. Donna, 25.
2. Abbigliamento: casual.
3. Make up/Cura dei capelli: naturale.



1. Single.

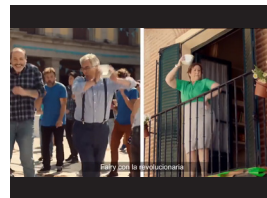


1. Donna, 25.
2. Abbigliamento: casual.

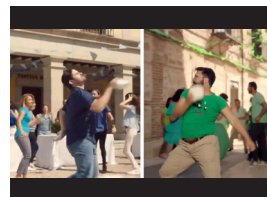


1. Uomini, donne, 25-70.

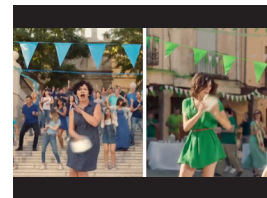
1. Musical.



1. Paese.



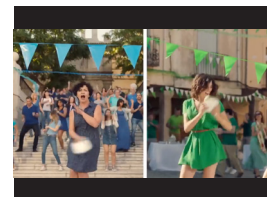
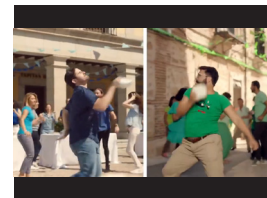
1. Entusiasmo.
2. Ballare.

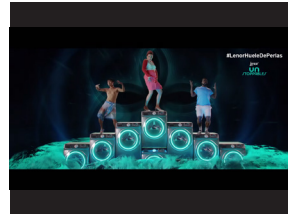


1. User/authority.
2. Voice over: maschile.

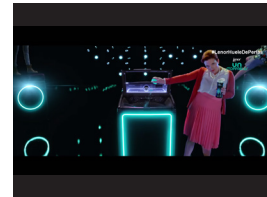
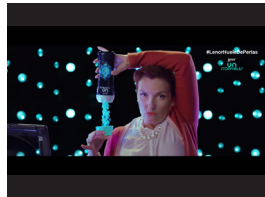
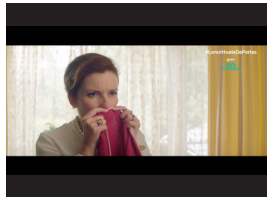


1. User/authority.

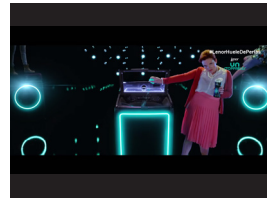




Tecnica narrativa Ruolo Aspetto esteriore Attività



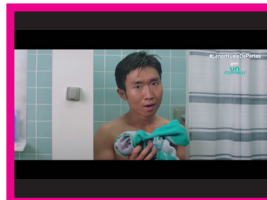
1. Casalinga.



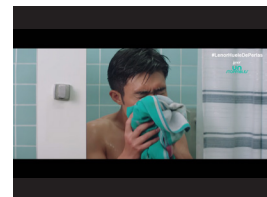
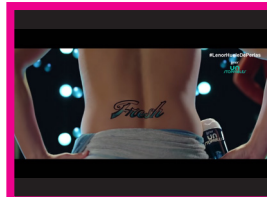
1. Fare la lavatrice.

- 1. Donna, 60.
- 2. Abbigliamento: elegante.
- 3. Make up/Cura dei capelli: naturale, raccolti.
- 4. Accessori: collana, anelli, bracciale.

- 1. Uomo, 25, asiatico.
- 2. Tatuaggio.

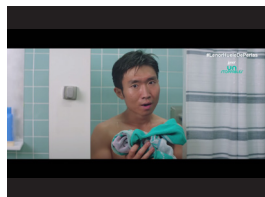


1. Rilassarsi.

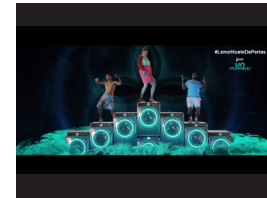
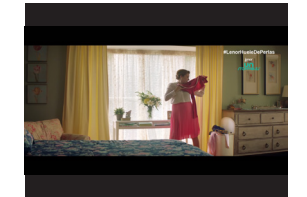
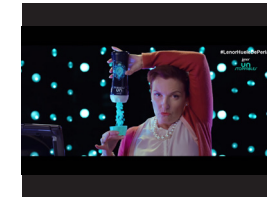
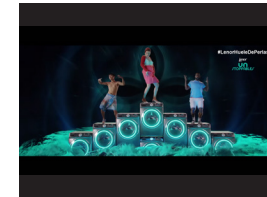
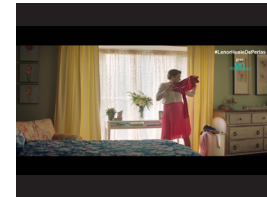


- 1. Realismo di vita quotidiana.
- 2. Ironia.
- 3. Musical.

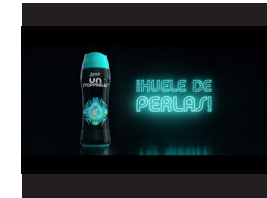
1. Single.



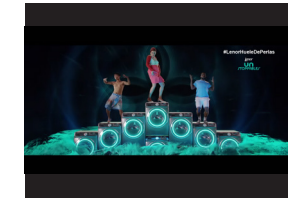
Reazione emotiva Interazione affettiva Competenza Contesto



1. Seduzione.



- 1. User/authority.
- 2. Voice over: femminile.

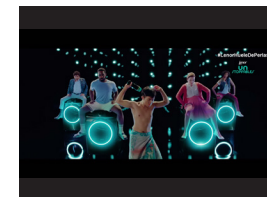
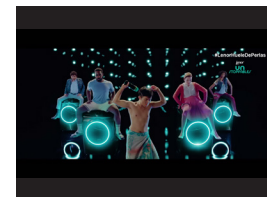


- 1. Domestico.
- 2. Decontestualizzato.

- 1. Entusiasmo.
- 2. Ballare.

- 1. Entusiasmo.
- 2. Ballare.

1. Seduzione.



FRANCIA

Cif Power Cream
Sgrassatore



#mamma #figlio #mamma

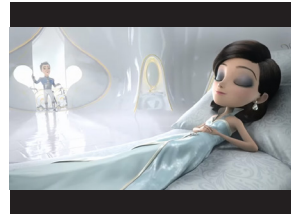
Tecnica narrativa	Ruolo	Aspetto esteriore	Attività
	1. Mamma.		
		1. Donna, 40. 2. Abbigliamento: informale, classico. 3. Make up/Cura dei capelli: naturale, raccolti.	1. Pulire il bagno.
		1. Maschio, 8. 2. Abbigliamento: da calcio.	
	1. Figlio.		1. Giocare.

1. Realismo di vita quotidiana.

Reazione emotiva	Interazione affettiva	Competenza	Contesto
	1. Tenerezza/Indulgenza.	1. User/Authority. 2. Voice over: femminile.	1. Domestico: bagno contemporaneo.

Cif Express

Detersivo per pavimenti



#principessa #eroe #lavoroda-donne

Tecnica narrativa	Ruolo	Aspetto esteriore	Attività
	1. Principessa.	1. Donna, 25. 2. Abbigliamento: principesco. 3. Make up/Cura dei capelli: evidente. 4. Accessori: orecchini di perle.	1. Lavare i pavimenti.
	1. Eroe.	1. Uomo, 30. 2. Abbigliamento: cavalleresco, informale.	
1. Animazione.			

Reazione emotiva	Interazione affettiva	Competenza	Contesto
	1. Seduzione.		
		1. User/Authority. 2. Voice over: femminile.	1. Ambientazione fantastica. 2. Domestico.

Swiffer
Acchiappapolvere



#muta #lavorodadonne

Tecnica narrativa

Ruolo

Aspetto esteriore

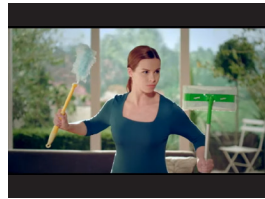
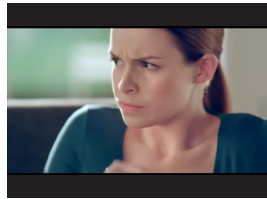
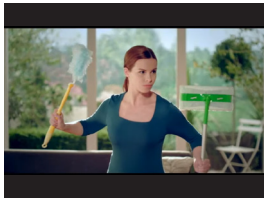
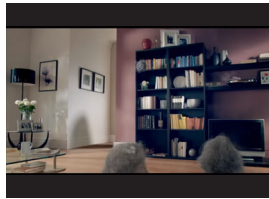
Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Mamma.



1. Donna, 35.
2. Abbigliamento: casual, classico.
3. Make up/Cura dei capelli: naturale, raccolti.



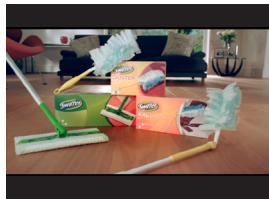
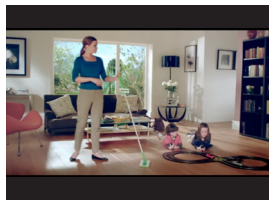
1. Spolverare.

1. Soddisfazione.



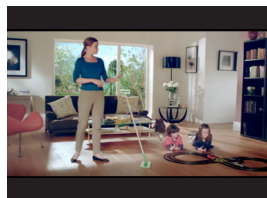
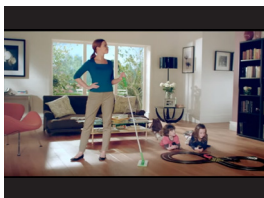
1. User/Authority.
2. Voice over: femminile.

1. Ambientazione fantastica.
2. Domestico.



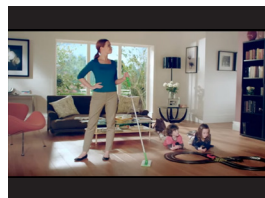
1. Realismo di vita quotidiana.
2. Ironia.

1. Figli.



1. Femmina e maschio, 8-10.
2. Abbigliamento: informale.

1. Giocare: in casa.



Ajax

Detersivo per pulizie generali



Tecnica narrativa

Ruolo

Aspetto esteriore

Attività



1. Amica.

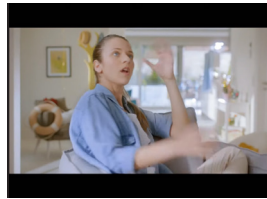
1. Donna, 25.
2. Abbigliamento: casual.
3. Make up/Cura dei capelli: naturale.

1. Lavare i piatti.



1. Donna, 25.
2. Informale.

1. Pulire la cucina.

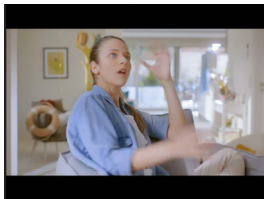


1. Amica.

1. Uomini, 25.
2. Abbigliamento: informale.

1. Lavare i pavimenti.
2. Pulire il bagno.

1. Realismo di vita quotidiana.



1. Amici.

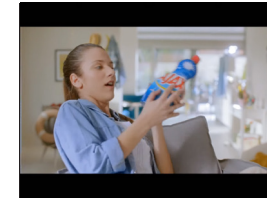


Reazione emotiva

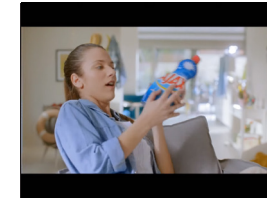
Interazione affettiva

Competenza

Contesto



1. Educazione.
2. Complicità.

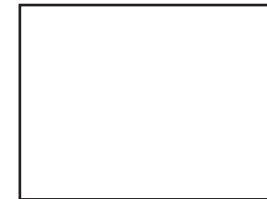
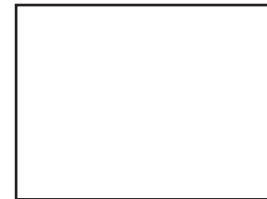


1. Opinione.



1. Domestico: contemporaneo.

1. Complicità.

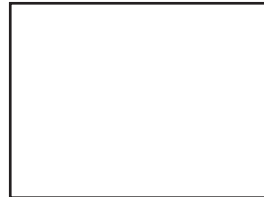
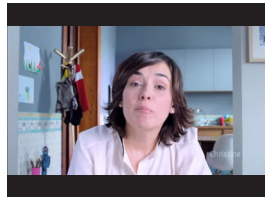


Ariel Pods

Detersivo per lavatrice

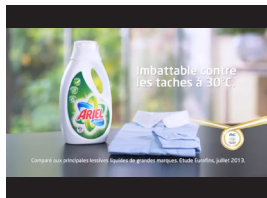


Tecnica narrativa Ruolo Aspetto esteriore Attività



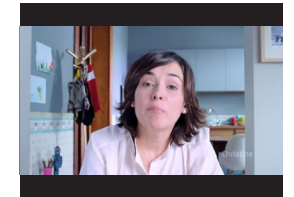
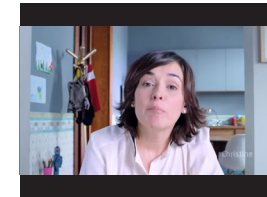
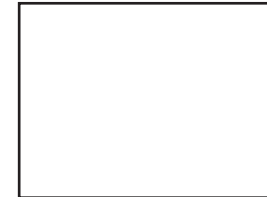
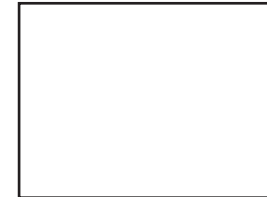
1. Mamma.
2. Casalinga

1. Donna, 35.
2. Abbigliamento: casual.
3. Make up/Cura dei capelli: naturale.
4. Accessori: orecchini di perle.

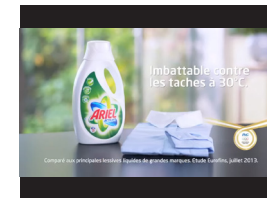


1. Testimonianza diretta.

Reazione emotiva Interazione affettiva Competenza Contesto



1. Domestico.



1. Opinion.
2. Voice over: femminile.

Cillit Bang
Sgrassatore

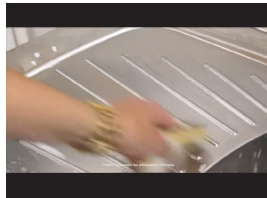
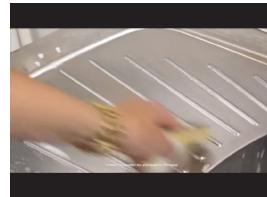
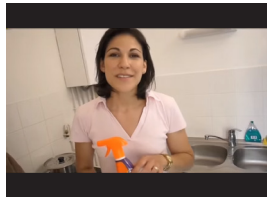


Tecnica narrativa

Ruolo

Aspetto esteriore

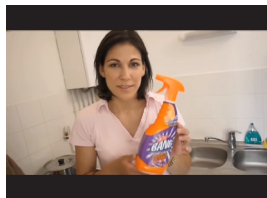
Attività



1. Casalinga.



1. Pulire la cucina.



1. Testimonianza diretta.

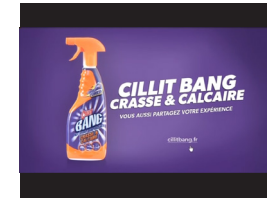
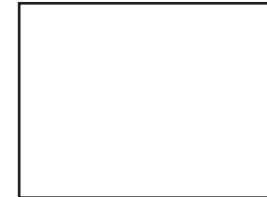
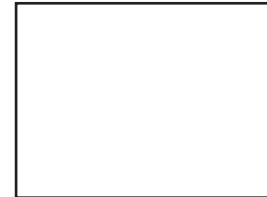
1. Donna, 30.
2. Abbigliamento: casual.
3. Make up/Cura dei capelli: naturale.
4. Accessori: bracciali, orologio, fede al dito.

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Opinion.
2. Voice over: maschile.

1. Domestico: semplice,

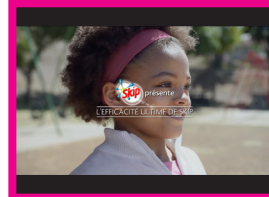
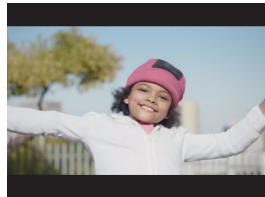


Tecnica narrativa

Ruolo

Aspetto esteriore

Attività



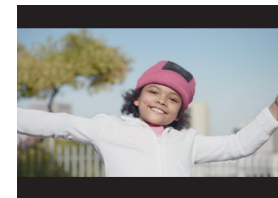
1. Bambina.



- 1. Femmina, 10, di colore.
- 2. Abbigliamento: sportivo.



1. Giocare: all'aperto.



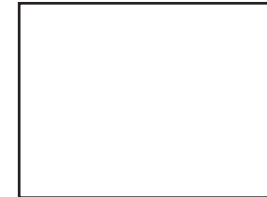
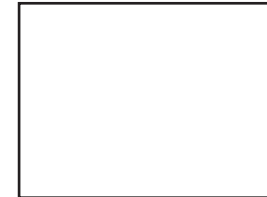
1. Realismo di vita quotidiana.

Reazione emotiva

Interazione affettiva

Competenza

Contesto



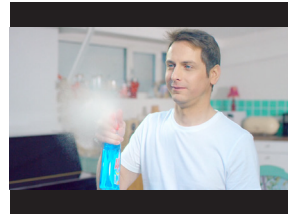
1. Voice over: femminile.



1. Extradomestico.

Ajax

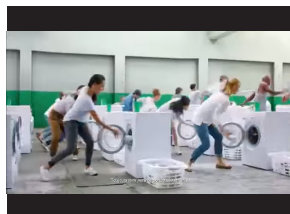
Detersivo per pulizie generali



Tecnica narrativa	Ruolo	Aspetto esteriore	Attività
	1. Fidanzato.		
		1. Uomo, 35. 2. Abbigliamento: casual.	1. Rilassarsi. 2. Pulire i vetri.
1. Realismo di vita quotidiana. 2. Ironia.		1. Donne, 35. 2. Abbigliamento: pigiama. 3. Make up/Cura dei capelli: naturale.	1. Rilassarsi.
	1. Fidanzata.		

Reazione emotiva	Interazione affettiva	Competenza	Contesto
1. Soddisfazione.			
	1. Scherzo.	1. User/Authority. 2. Voice over: femminile.	1. Domestico: casa con giardino.

Ariel 3 en 1
Detersivo per lavatrice



#musical #ironia #multiethnicità

Tecnica narrativa

Ruolo

Aspetto esteriore

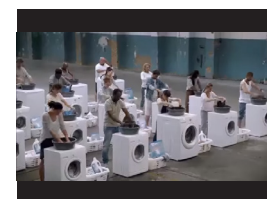
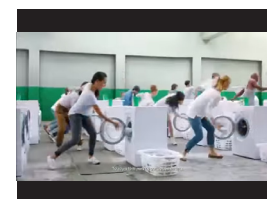
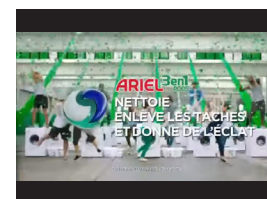
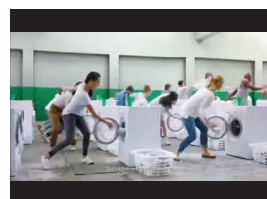
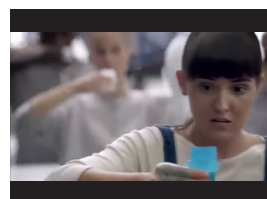
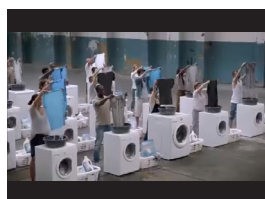
Attività

Reazione emotiva

Interazione affettiva

Competenza

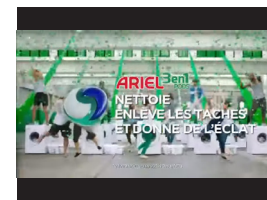
Contesto



1. Ballerini.



1. Ballare.



1. Decontestualizzato.



1. Musical.
2. Ironia.

1. Donne e uomini, multietnici.
2. Abbigliamento: casual.

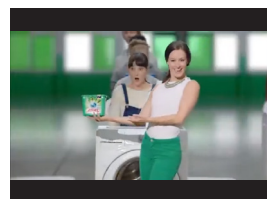
1. Ballare.
2. Fare la lavatrice.

1. User/Authority.
2. Voice over: maschile.

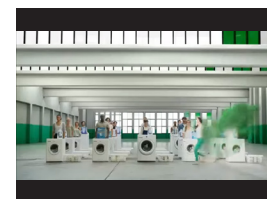
1. Donna, 30.
2. Abbigliamento: sobrio, pantaloni verdi Ariel.
3. Make up/cura dei capelli: naturale.
4. Accessori: collana.

1. Eroina.

1. Ballare.



1. Ballare.





Tecnica narrativa

Ruolo

Aspetto esteriore

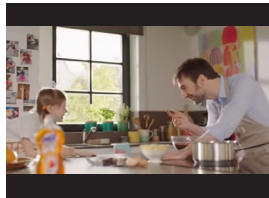
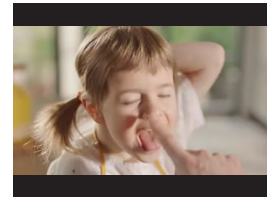
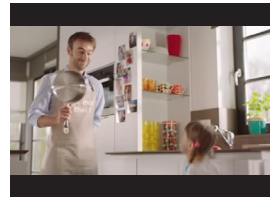
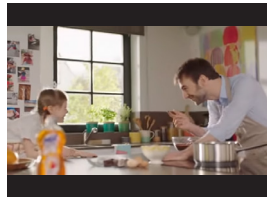
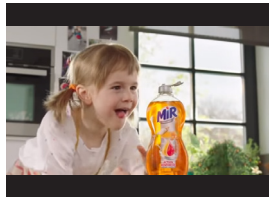
Attività

Reazione emotiva

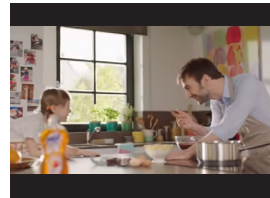
Interazione affettiva

Competenza

Contesto



1. Papà.



- 1. Uomo, 35.
- 2. Abbigliamento: casual.

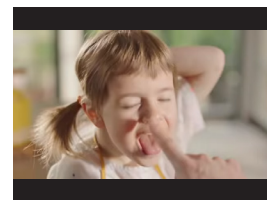
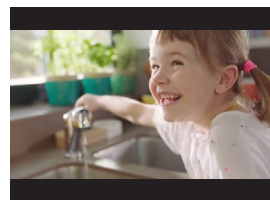
- 1. Giocare con la figlia.
- 2. Cucinare.
- 3. Lavare i piatti.



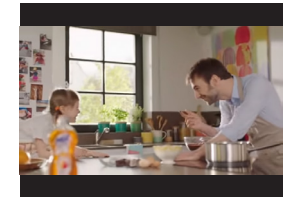
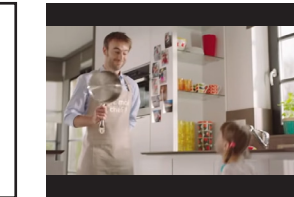
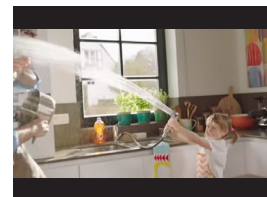
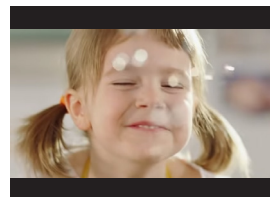
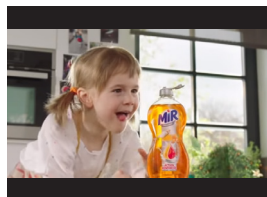
- 1. Realismo di vita quotidiana.

- 1. Femmina, 7.
- 2. Abbigliamento: informale.

- 1. Giocare.



1. Figlia.



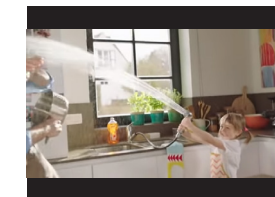
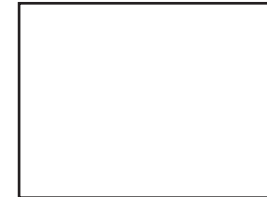
- 1. Domestico: cucina contemporanea.

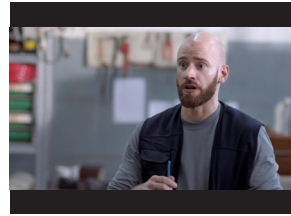
- 1. Tenerezza.
- 2. Scherzo.

- 1. User/Authority.
- 2. Voice over: femminile.



- 1. Scherzo.





Tecnica narrativa

Ruolo

Aspetto esteriore

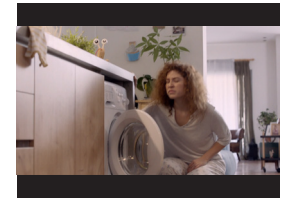
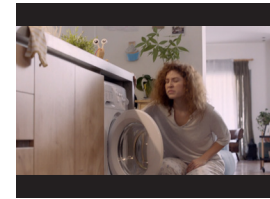
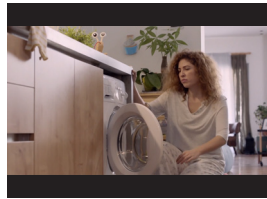
Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto

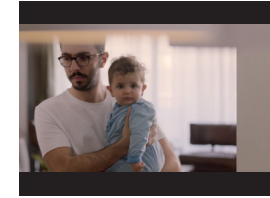


1. Moglie/Mamma.

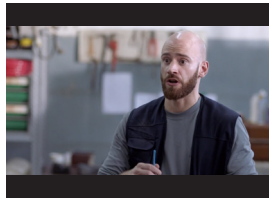
1. Donna, 35.
2. Abbigliamento: casual.
3. Make up/Cura dei capelli: naturale.

1. Fare la lavatrice.

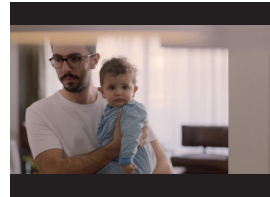
1. Disgusto.



1. Domestico.



1. Marito/Papà.



1. Prendersi cura del figlio.

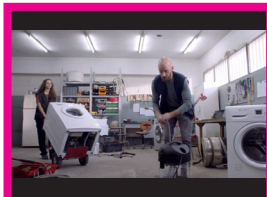
1. Tenerezza.

1. Realismo di vita quotidiana.
2. Parla l'esperto.

1. Professionista: idraulico donna.

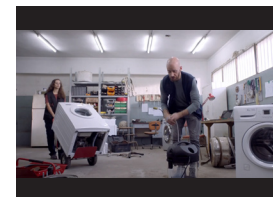
1. Uomo, 35.
2. Abbigliamento: casual.

1. Lavorare.



1. Esperto: idraulico.

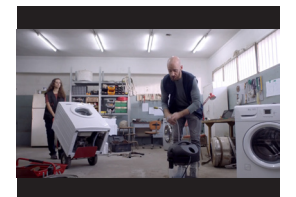
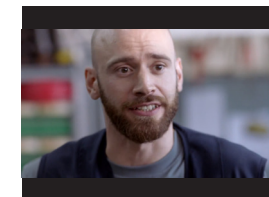
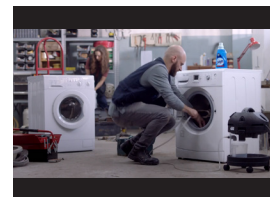
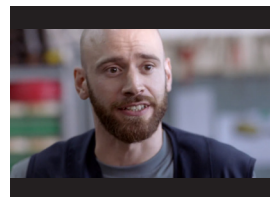
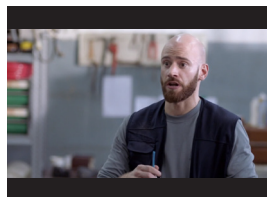
1. Uomo, 35.
2. Abbigliamento: da lavoro.



1. Lavorare.

1. Factual.

1. Extradomestico: lavorativo.



Le Chat

Detersivo per lavatrice



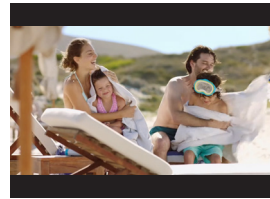
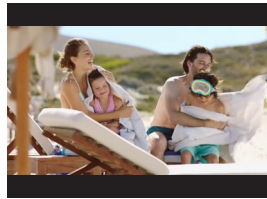
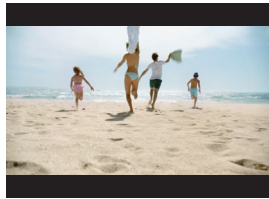
#famiglia

Tecnica narrativa

Ruolo

Aspetto esteriore

Attività



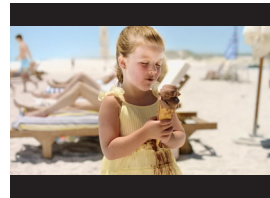
1. Mamma/Moglie.

1. Donna, 30.



1. Rilassarsi.
2. Prendersi cura dei figli.

1. Femmina e maschio,
6-8.

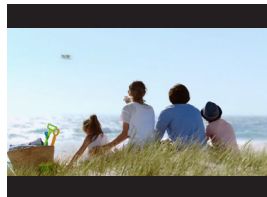


1. Giocare.

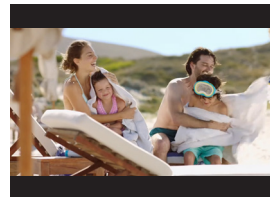


1. Realismo di vita quotidiana.

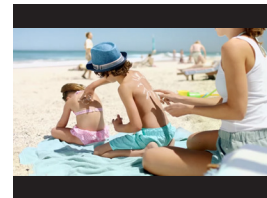
1. Figli.



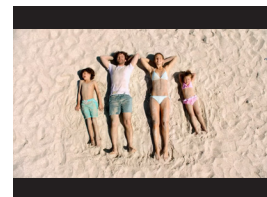
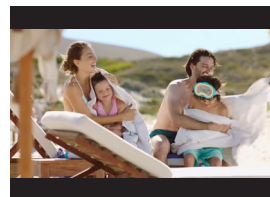
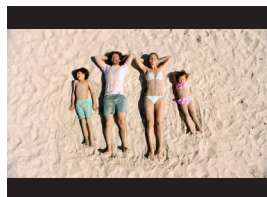
1. Papà/Marito.



1. Uomo, 35.



1. Rilassarsi.
2. Prendersi cura dei figli.



Reazione emotiva

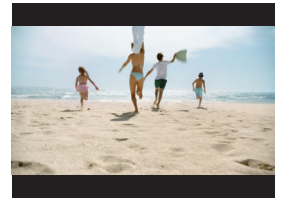
Interazione affettiva

Competenza

Contesto



1. Voice over: maschile.



1. Extradomestico:
tempo libero.



Swiffer
Acchiappapolvere



Tecnica narrativa

Ruolo

Aspetto esteriore

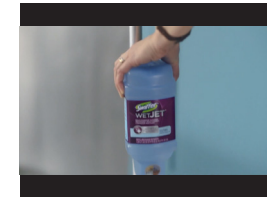
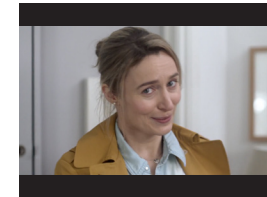
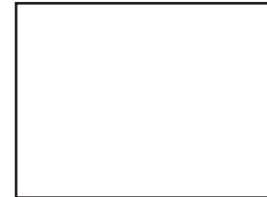
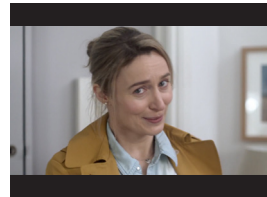
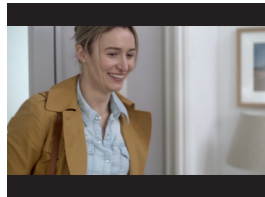
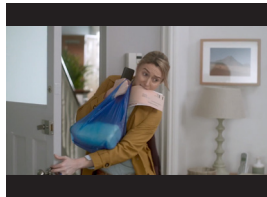
Attività

Reazione emotiva

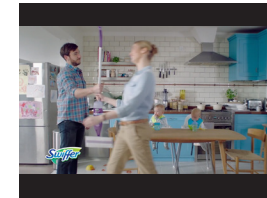
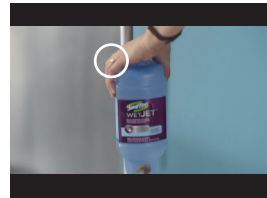
Interazione affettiva

Competenza

Contesto



1. Moglie/Mamma.



1. User/Authority.



1. Donna, 35.
2. Abbigliamento: casual.
3. Make up/Cura dei capelli: naturale, raccolti.
4. Accessori: orecchini, collana, fede al dito.

1. Lavare i pavimenti.
2. Rilassarsi.

1. Tenerezza/Indulgenza.
2. Complicità.

1. Domestico.



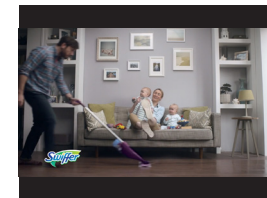
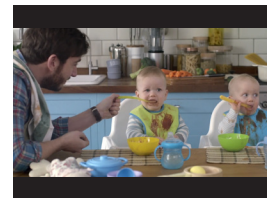
1. Realismo di vita quotidiana.

1. Prendersi cura dei figli.
2. Lavare i pavimenti.

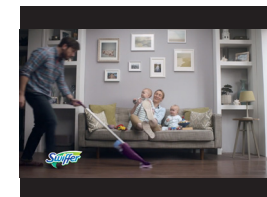
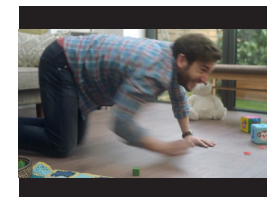
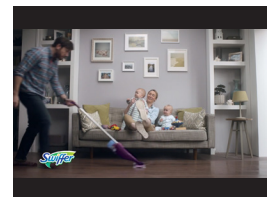
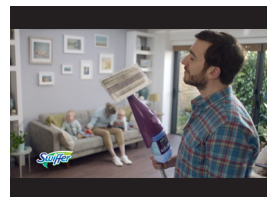
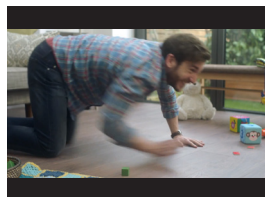
1. Tenerezza/Indulgenza.
2. Complicità.

1. Marito/Papà.

1. Uomo, 35.
2. Abbigliamento: casual.

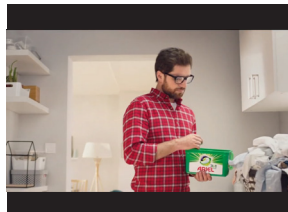


1. User/Authority.



Ariel 3 en 1

Detersivo per lavatrice



#over60 #sport #puliscelui

Tecnica narrativa

Ruolo

Aspetto esteriore

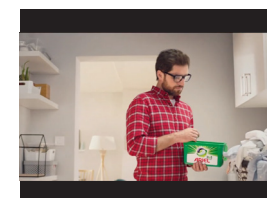
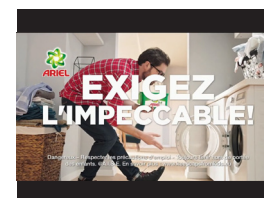
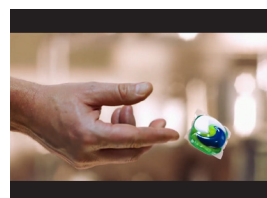
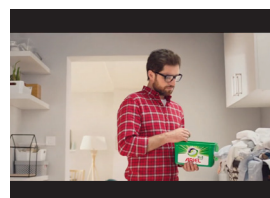
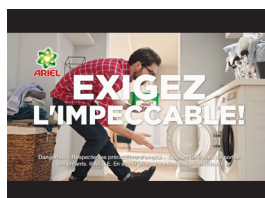
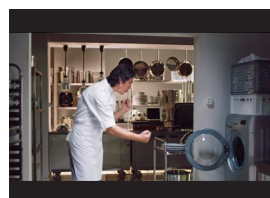
Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



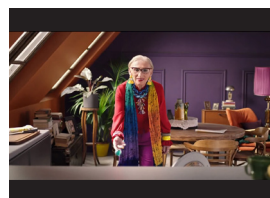
1. Single.

1. Uomo, 30.
2. Abbigliamento: casual.

1. Fare la lavatrice.

1. User/Authority.
2. Voice over: maschile.

1. Domestico.



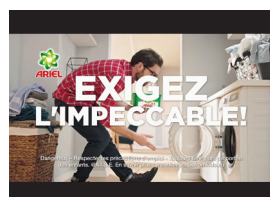
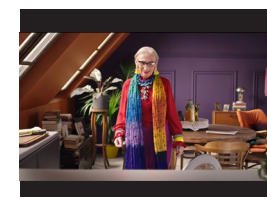
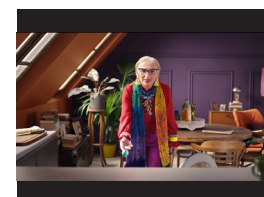
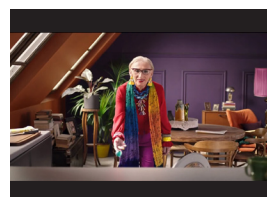
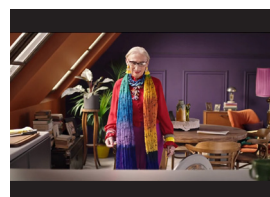
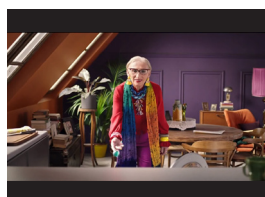
1. Nonna.

1. Donna, 70.

1. Fare la lavatrice.

1. User/Authority.

1. Extradomestico.



1. Sportiva: motociclista.

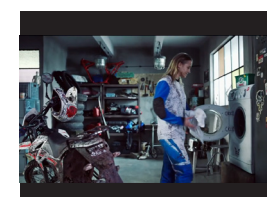
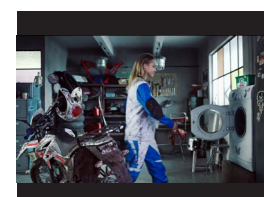
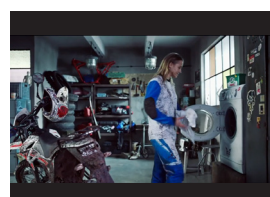
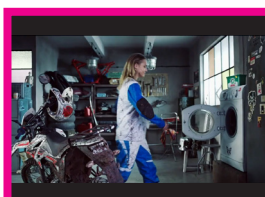
1. Donna, 25.

1. Fare la lavatrice.

1. User/Authority.

1. Extradomestico.

1. Realismo di vita quotidiana.



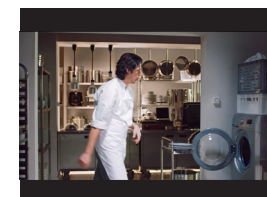
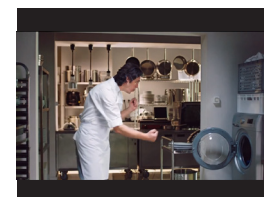
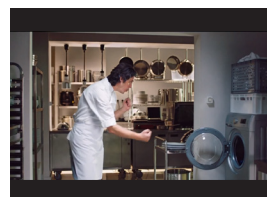
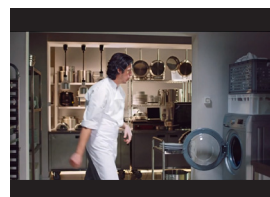
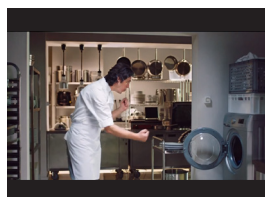
1. Professionista: chef.

1. Uomo, 50.

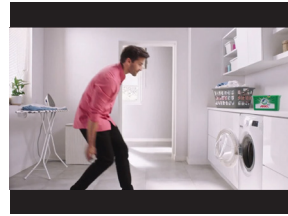
1. Fare la lavatrice.

1. User/Authority.

1. Extradomestico.



Ariel Pods
Detersivo per lavatrice



#sport #puliscelui #over60

Tecnica narrativa

Ruolo

Aspetto esteriore

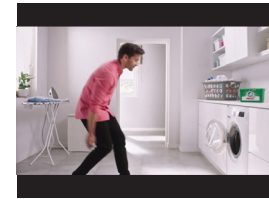
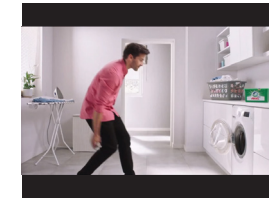
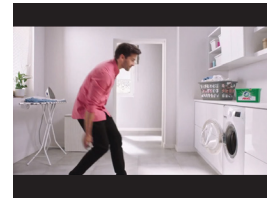
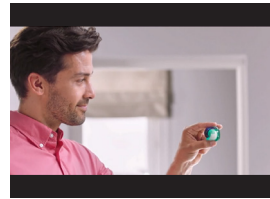
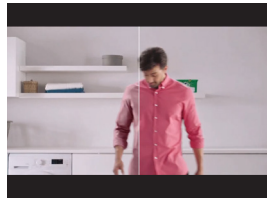
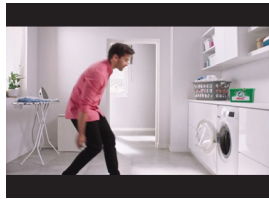
Attività

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Single.

1. Uomo, 30.
2. Abbigliamento:
casual.

1. Fare la lavatrice.

1. User/Authority.
2. Voice over: maschile.

1. Domestico.

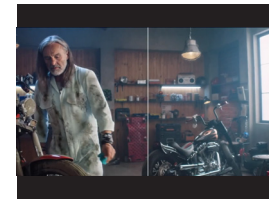
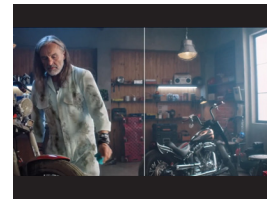
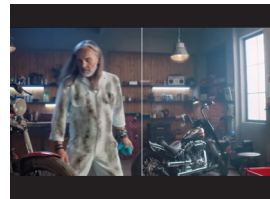
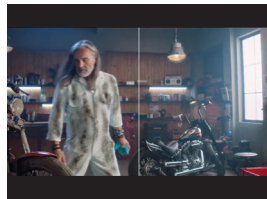
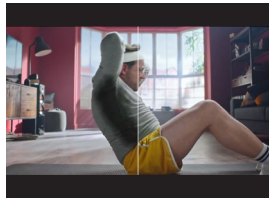


1. Professionista: mec-
canico.

1. Uomo, 65.

1. Lavorare.

1. Extradomestico.

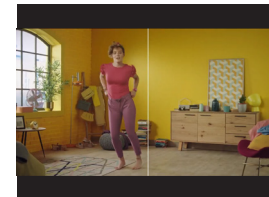
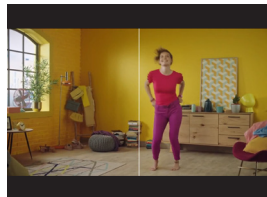


1. Single.

1. Donna, 25.

1. Domestico.

1. Realismo di vita
quotidiana.

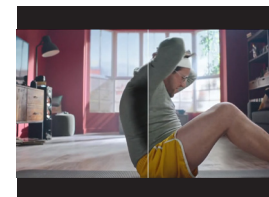
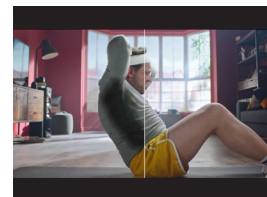
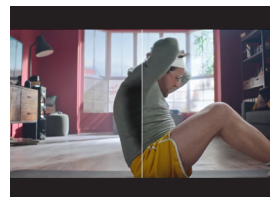
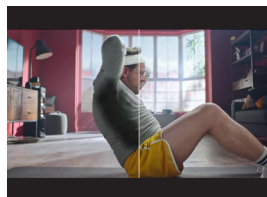


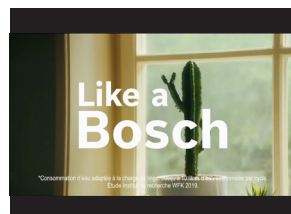
1. Single.

1. Uomo, 30.

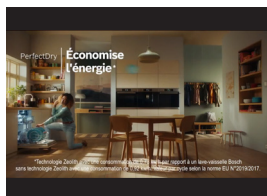
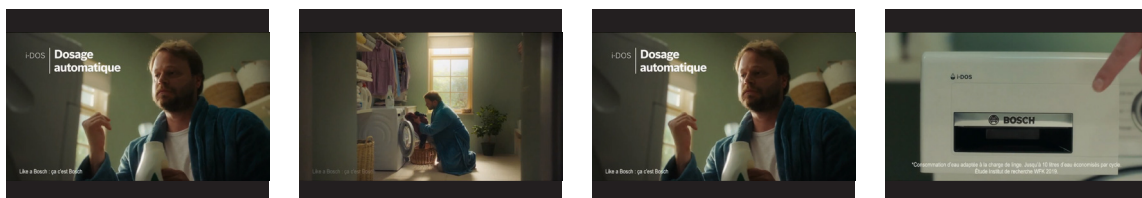
1. Sport.

1. Domestico.





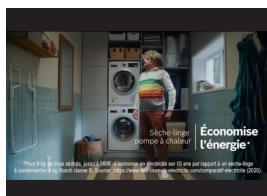
Tecnica narrativa Ruolo Aspetto esteriore Attività



1. Single.

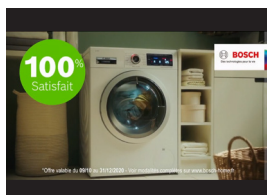
1. Uomo, 35.
2. Abbigliamento: vestaglia.

1. Fare la lavatrice.

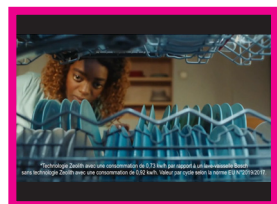


1. Donna, 35, di colore.
2. Abbigliamento: informale.
3. Make up/Cura dei capelli: naturale.

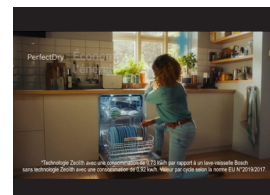
1. Svuotare la lavastoviglie.



1. Single.

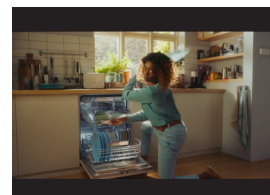


1. Uomo, 35.
2. Abbigliamento: casual, colorato.

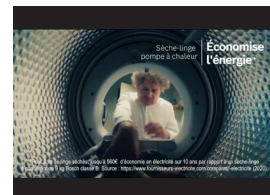
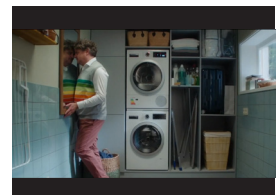


1. Fare la lavatrice.

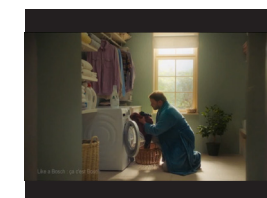
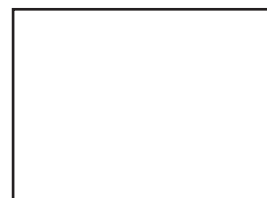
1. Realismo di vita quotidiana.
2. Ironico.
3. Musical.



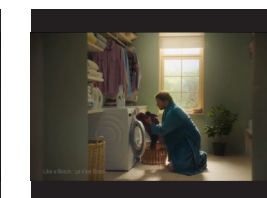
1. Single.



Reazione emotiva Interazione affettiva Competenza Contesto

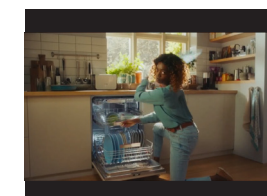


1. User/Authority.
2. Voice over: maschile.

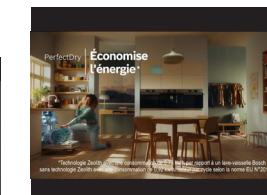


1. Domestico.

1. User/Authority.
2. Voice over: maschile.

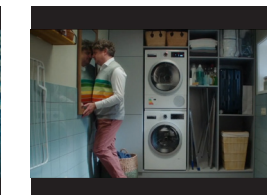
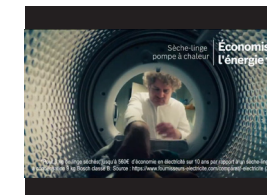
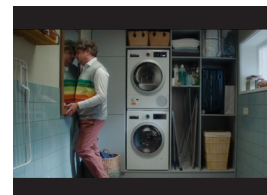


1. Domestico.



1. Domestico.

1. Specchiarsi.





Tecnica narrativa

Ruolo

Aspetto esteriore

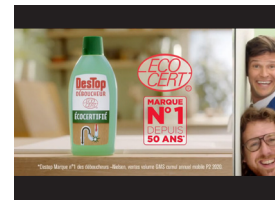
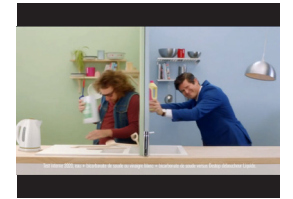
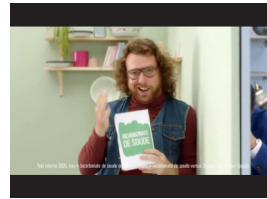
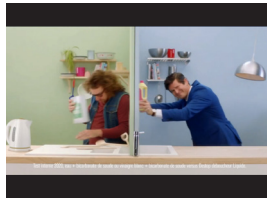
Attività

Reazione emotiva

Interazione affettiva

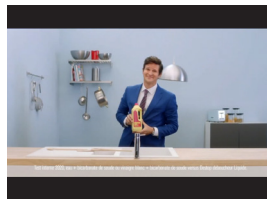
Competenza

Contesto

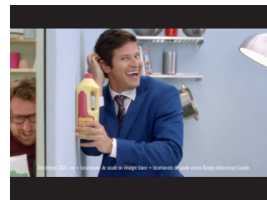


1. Esperto.

1. Uomo, 35.
2. Abbigliamento: casual, hippy.



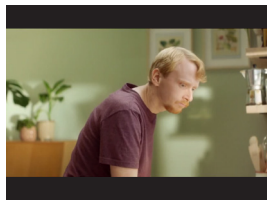
1. Esperto.



1. Uomo, 35.
2. Abbigliamento: formale.
3. Accessori: anello al mignolo.

1. Parla l'esperto.
2. Ironia.

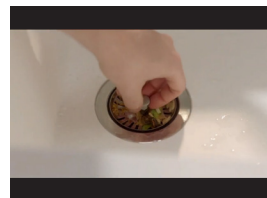
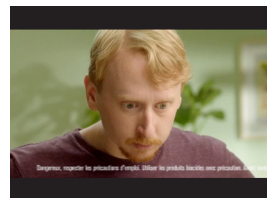
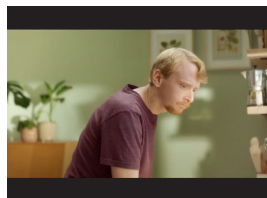
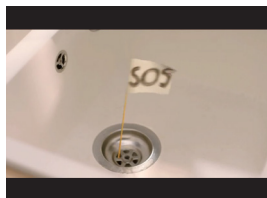
1. Realismo di vita quotidiana.



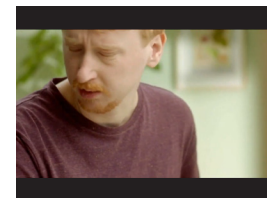
1. Single.

1. Uomo, 35.
2. Abbigliamento: casual.

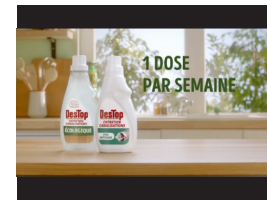
1. Manutenzione cucina.



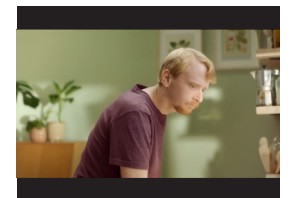
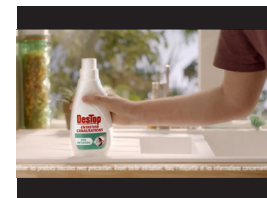
1. Disgusto.



1. User/Authority.
2. Voice over: maschile.



1. Domestico.



Sanytol igienizzante
Detersivo per lavatrice



#papà #figlio #fedeadito #puliscelui

Tecnica narrativa

Ruolo

Aspetto esteriore

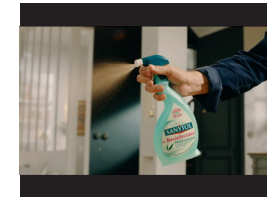
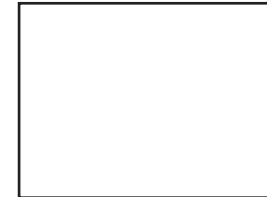
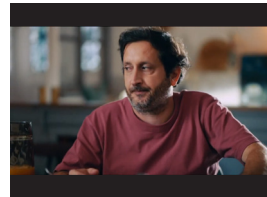
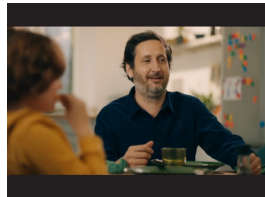
Attività

Reazione emotiva

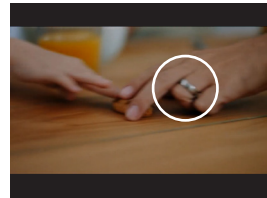
Interazione affettiva

Competenza

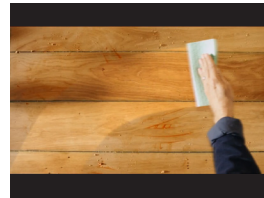
Contesto



1. Papà.



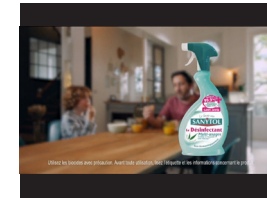
- 1. Uomo, 40.
- 2. Abbigliamento: casual.
- 3. Accessori: fede al dito.



- 1. Prendersi cura del figlio.
- 2. Disinfettare.

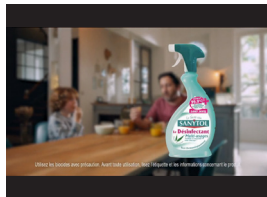
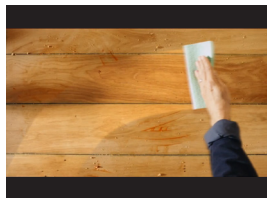


- 1. Tenerezza/Indulgenza.



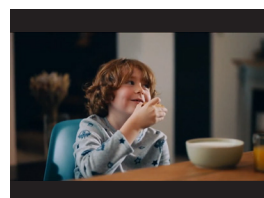
- 1. User/Authority.
- 2. Voice over: maschile.

- 1. Domestico: atmosfera calda.



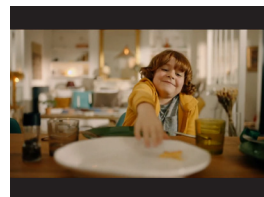
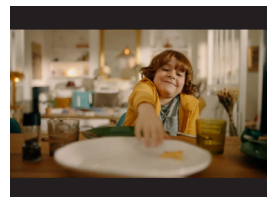
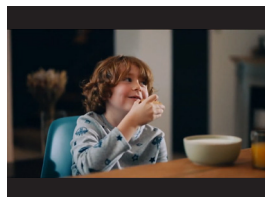
- 1. Realismo di vita quotidiana.

- 1. Mangiare.



- 1. Maschio, 7.
- 2. Abbigliamento: casual.

1. Figlio.



- 1. Complicità.



Sanytol igienizzante
Detersivo per lavatrice



#papà #figlia #fedeadito #puliscelui

Tecnica narrativa

Ruolo

Aspetto esteriore

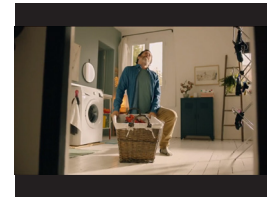
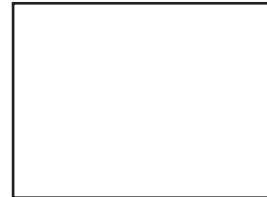
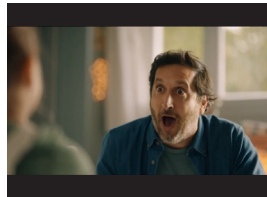
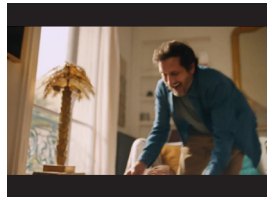
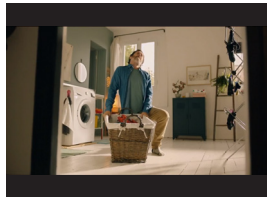
Attività

Reazione emotiva

Interazione affettiva

Competenza

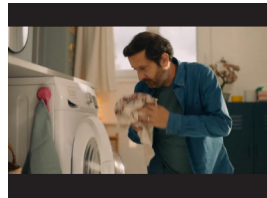
Contesto



1. Papà.



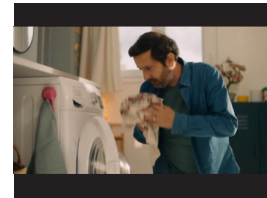
- 1. Uomo, 40.
- 2. Abbigliamento: casual.
- 3. Accessori: fede al dito.



- 1. Prendersi cura della figlia.
- 2. Fare la lavatrice.
- 3. Giocare.



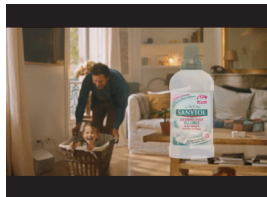
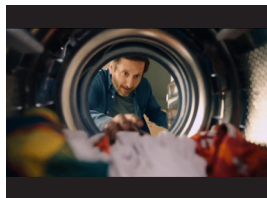
- 1. Tenerezza/Indulgenza.
- 2. Complicità.



- 1. User/Authority.
- 2. Voice over: maschile.

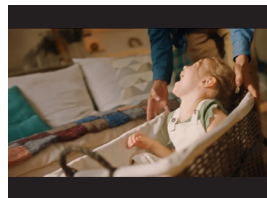


- 1. Domestico.



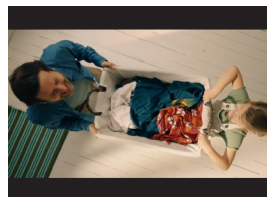
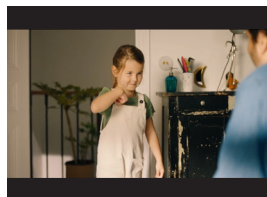
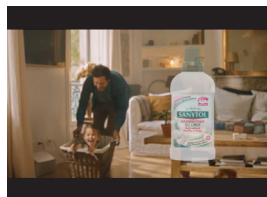
- 1. Realismo di vita quotidiana.

- 1. Giocare.
- 2. Aiutare.

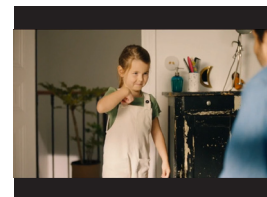


- 1. Femmina, 7.
- 2. Abbigliamento: casual.

1. Figlia.



- 1. Complicità.



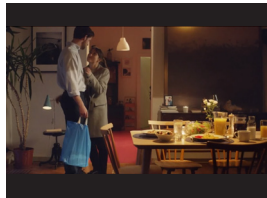
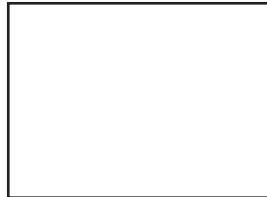
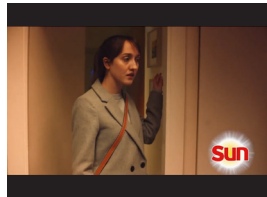
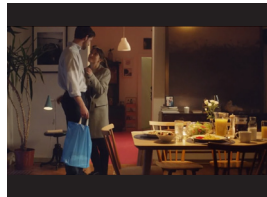


Tecnica narrativa

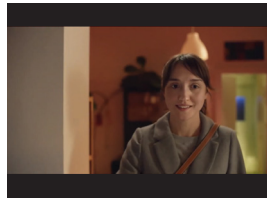
Ruolo

Aspetto esteriore

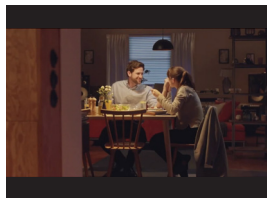
Attività



1. Fidanzata.

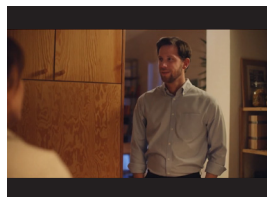


1. Donna, 30.
2. Abbigliamento: formale.

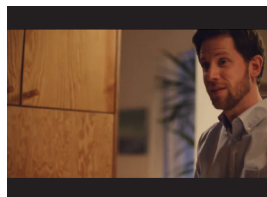


1. Realismo di vita quotidiana.

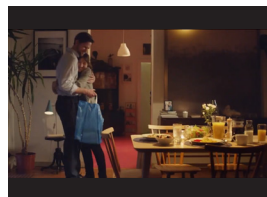
1. Fidanzato.



1. Uomo, 30.
2. Abbigliamento: casual, camicia.



1. Cucinare.

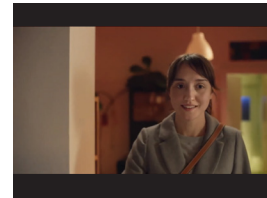
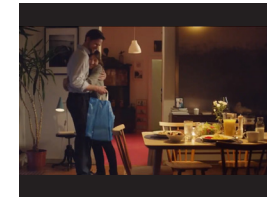


Reazione emotiva

Interazione affettiva

Competenza

Contesto



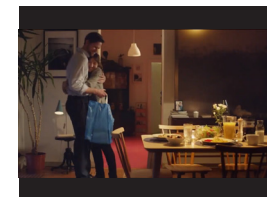
1. Frustrazione.
2. Entusiasmo.

1. Tenerezza.

1. Voice over: maschile.



1. Domestico.



1. Tenerezza.



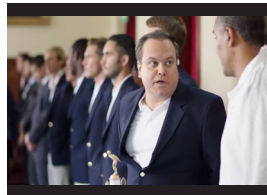
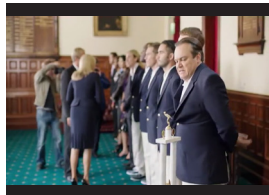
REGNO UNITO

Daz
Detersivo per lavatrice

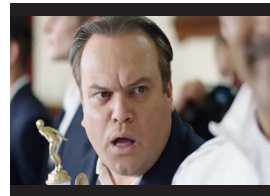


#ironia #esperto #puliscelui #multietnicità

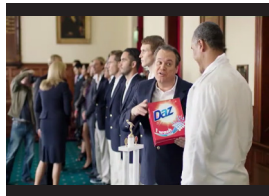
Tecnica narrativa Ruolo Aspetto esteriore Attività



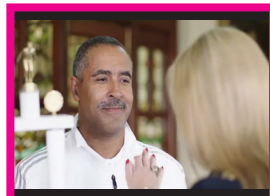
1. Esperto.



1. Uomo, 35.
2. Abbigliamento:
formale.

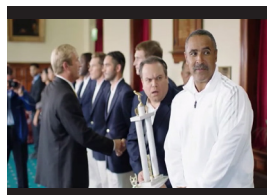


1. Uomo, 35, di colore.
2. Abbigliamento:
sportivo.

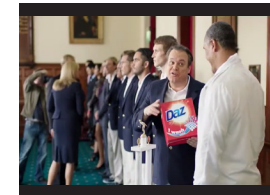


1. Realismo di vita quotidiana.
2. Ironia.

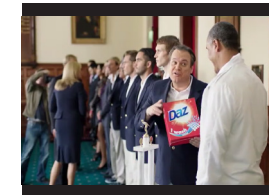
1. Single.



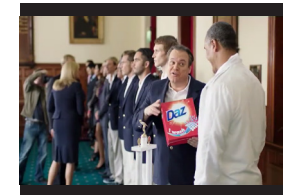
Reazione emotiva Interazione affettiva Competenza Contesto



1. Educazione.



1. Opinion.
2. Voice over: maschile.



1. Extradomestico.



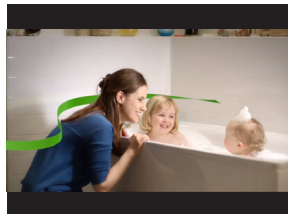
Vanish
Detersivo per tessuti



#ironia #puliscelui

Tecnica narrativa	Ruolo	Aspetto esteriore	Attività
	1. Fidanzato: principe.		
		1. Uomo, 25. 2. Abbigliamento: maraja.	1. Passare l'aspirapolvere.
		1. Donna, 25. 2. Abbigliamento: principesco.	
1. Fantastico. 2. Ironia.			
	1. Fidanzata: principessa.		

Reazione emotiva	Interazione affettiva	Competenza	Contesto
		1. User/Authority. 2. Voice over: maschile.	1. Extradomestico.

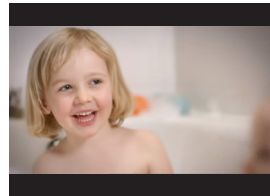
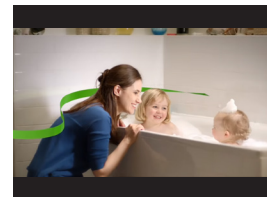
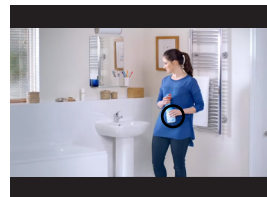
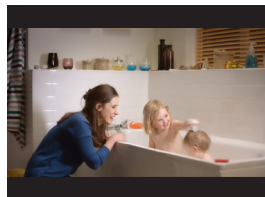
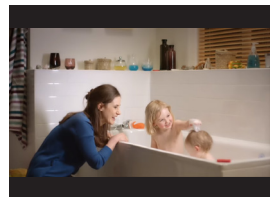


Tecnica narrativa

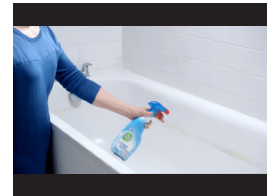
Ruolo

Aspetto esteriore

Attività



1. Mamma.



1. Donna, 35.
2. Abbigliamento: casual, classico.
3. Make up/Cura dei capelli: naturale.
4. Accessori: fede al dito.

1. Prendersi cura dei figli.
2. Pulire il bagno.

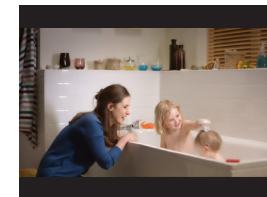
1. Realismo di vita quotidiana.

Reazione emotiva

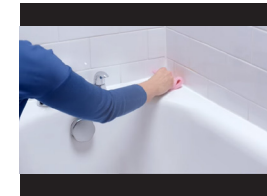
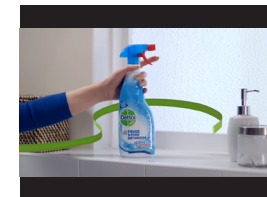
Interazione affettiva

Competenza

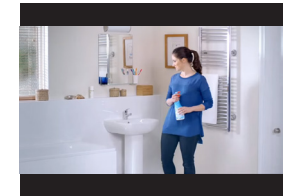
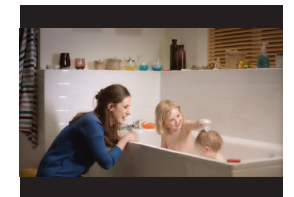
Contesto



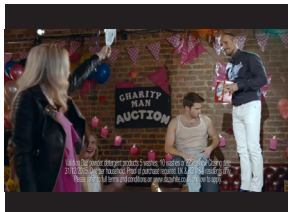
1. Tenerezza.



1. User/Authority.
2. Voice over: femminile.



1. Domestico: bagno.



Tecnica narrativa

Ruolo

Aspetto esteriore

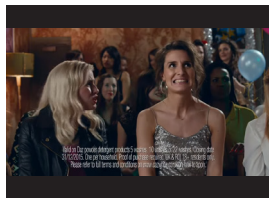
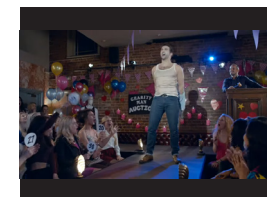
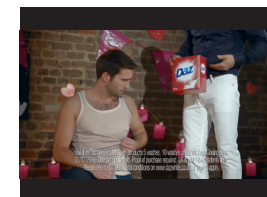
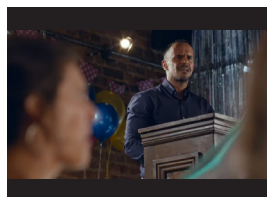
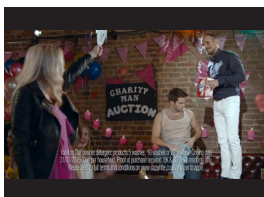
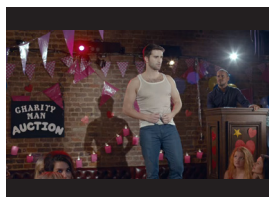
Attività

Reazione emotiva

Interazione affettiva

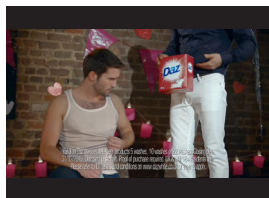
Competenza

Contesto

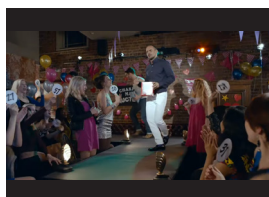


1. Esperto.

1. Uomo, 35.
2. Abbigliamento: formale.

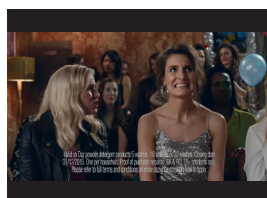


1. Donne, 35.
2. Abbigliamento: da festa.
3. Make up/Cura dei capelli: evidente.
4. Accessori: orecchini, collana.

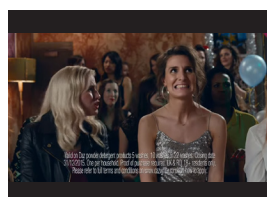
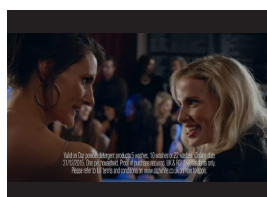


1. Realismo di vita quotidiana.
2. Ironia.

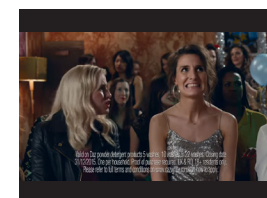
1. Singles.
2. Amiche.



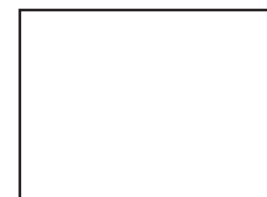
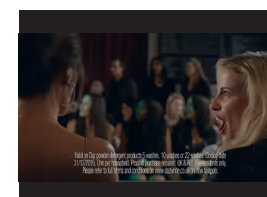
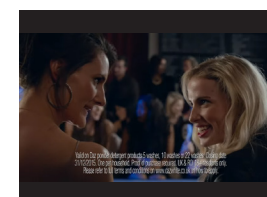
1. Rilassarsi, tempo libero.



1. Disgusto.
2. Entusiasmo.



1. Seduzione.

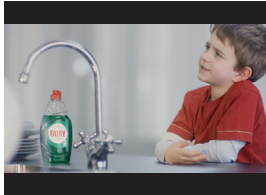


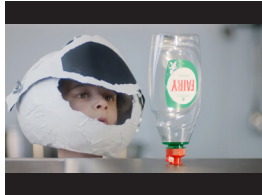
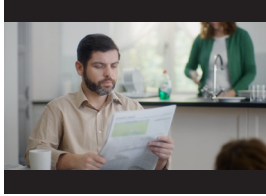

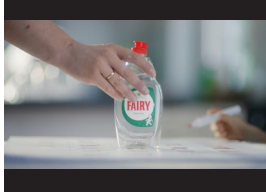

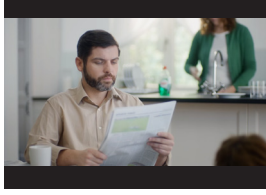
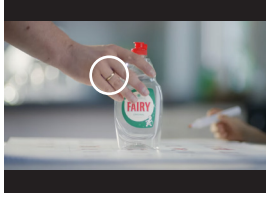
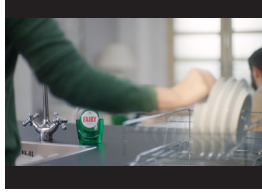
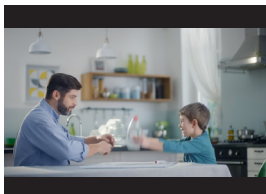
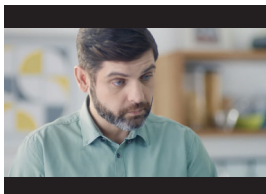
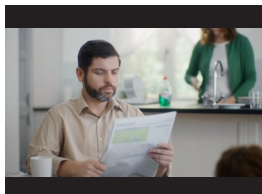





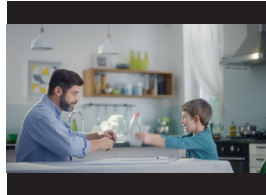

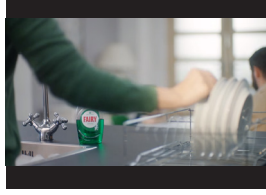
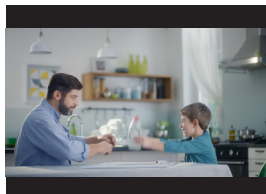


1. Extradomestico: tempo libero.

Fairy
Detersivo per piatti



#mamma #marito #fedeaddito
#lavorodadonne

Tecnica narrativa	Ruolo	Aspetto esteriore	Attività
			
	1. Figlio.	1. Maschio, 10. 2. Abbigliamento: casual.	
			1. Giocare: in casa.
	1. Mamma/Moglie.	1. Uomo, 40. 2. Abbigliamento: casual. 3. Accessori: fede al dito.	1. Lavare i piatti.
1. Realismo di vita quotidiana.			
	1. Papà/Marito.		1. Rilassarsi.
			

Reazione emotiva	Interazione affettiva	Competenza	Contesto
			
	1. Complicità.		
			1. Domestico: cucina.
		1. User/Authority. 2. Voice over: maschile.	
	1. Complicità.		
			

Flash

Detersivo per pavimenti
e pulizie generiche



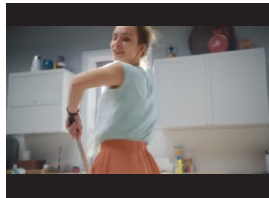
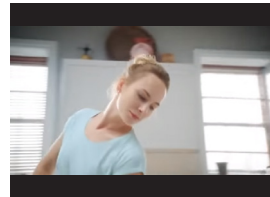
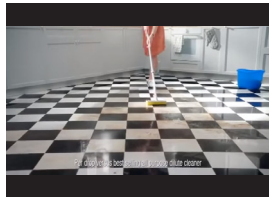
#mamma #marito #fedeadlito
#lavorodadonne

Tecnica narrativa

Ruolo

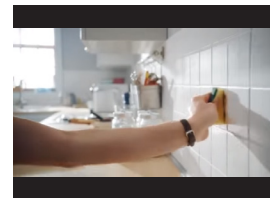
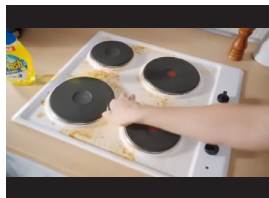
Aspetto esteriore

Attività



1. Casalinga.

1. Donna, 30.
2. Abbigliamento: informale.
3. Make up/Cura dei capelli: naturale, raccolti.
4. Accessori: orecchini, orologio.



1. Lavare i pavimenti.
2. Pulire la cucina.



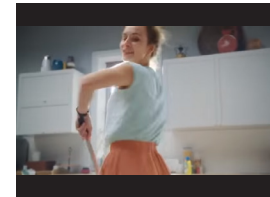
1. Realismo di vita quotidiana.

Reazione emotiva

Interazione affettiva

Competenza

Contesto



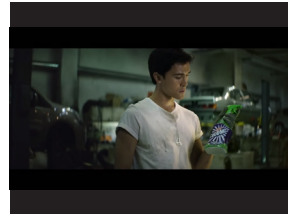
1. Ballare.



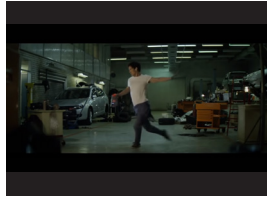
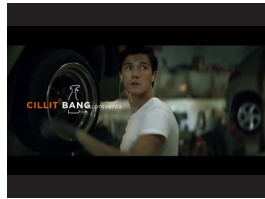
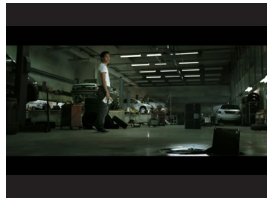
1. User/Authority.
2. Voice over: femminile.



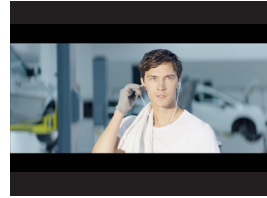
1. Domestico: cucina.



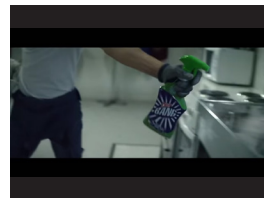
Tecnica narrativa Ruolo Aspetto esteriore Attività



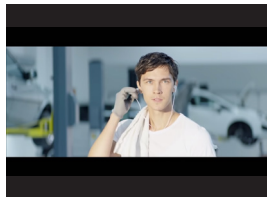
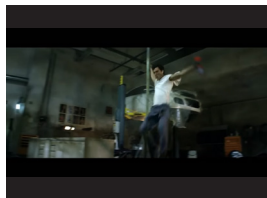
1. Lavoratore: meccanico.



1. Maschio, 25.
2. Abbigliamento: casual.

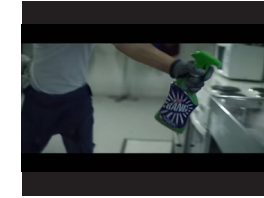
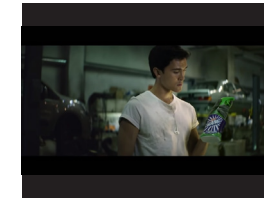
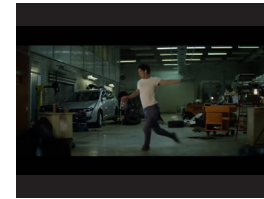


1. Pulizie generali.

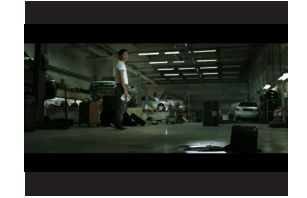


1. Musical.

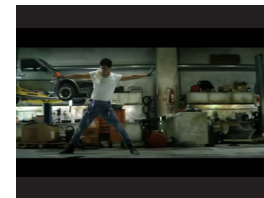
Reazione emotiva Interazione affettiva Competenza Contesto



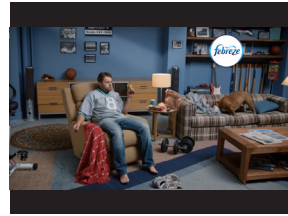
1. User/Authority.



1. Extradomestico: lavorativo.



1. Ballare.



Tecnica narrativa

Ruolo

Aspetto esteriore

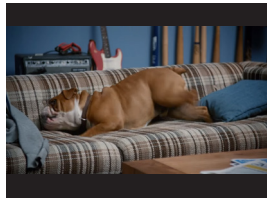
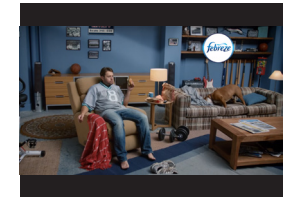
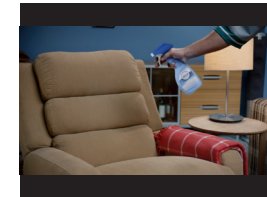
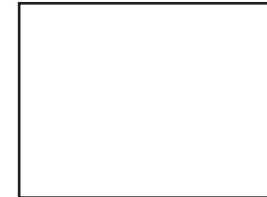
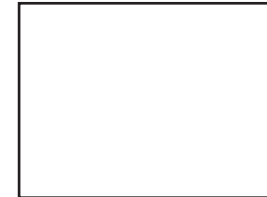
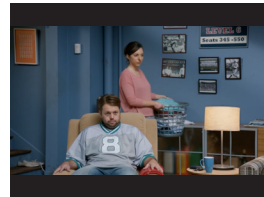
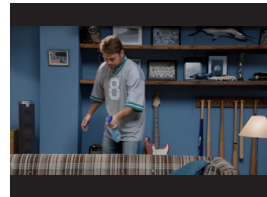
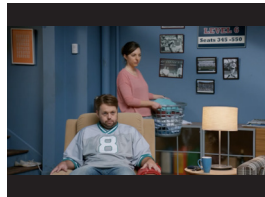
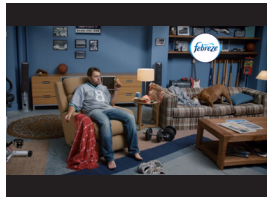
Attività

Reazione emotiva

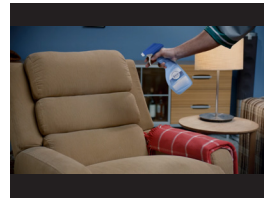
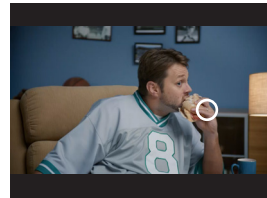
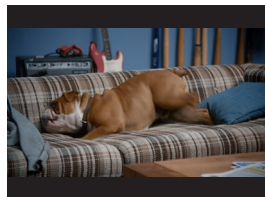
Interazione affettiva

Competenza

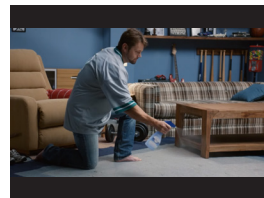
Contesto



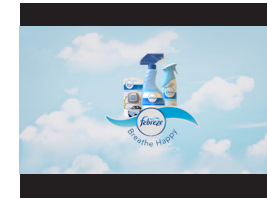
1. Marito.



- 1. Uomo, 40.
- 2. Abbigliamento: casual.
- 3. Accessori: fede al dito.

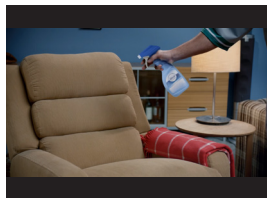


- 1. Rilassarsi.
- 2. Pulizie generali.

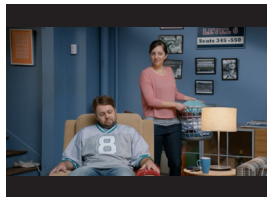


1. Domestico: casa contemporanea, vissuta.

- 1. User/Authority.
- 2. Voice over: maschile.



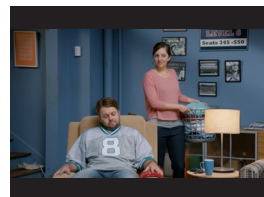
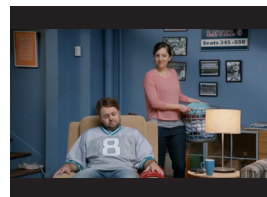
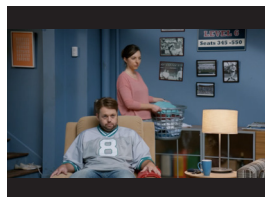
1. Cane.



1. Realismo di vita quotidiana.

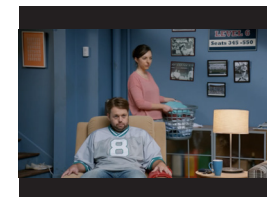
- 1. Donna, 40.
- 2. Abbigliamento: casual.
- 3. Accessori: collana.

1. Moglie.



1. Fare il bucato.

1. Indulgenza.



Flash
Sgrassatore



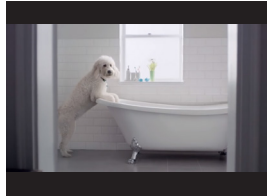
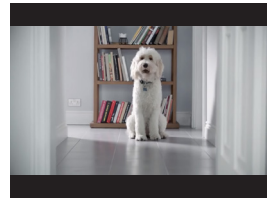
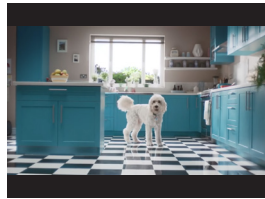
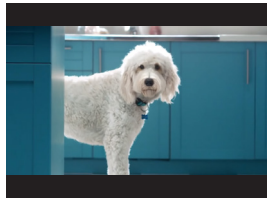
#musical #cane #ironia #lavoro-
dadonne

Tecnica narrativa

Ruolo

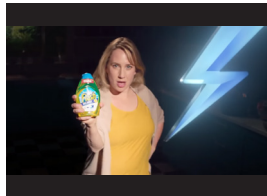
Aspetto esteriore

Attività



1. Cane.

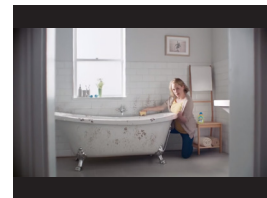
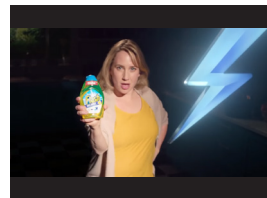
1. Cane.



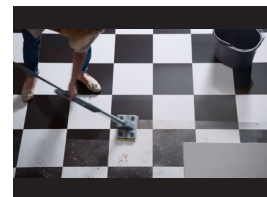
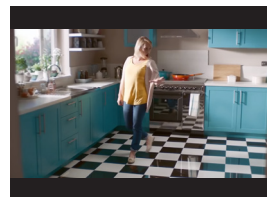
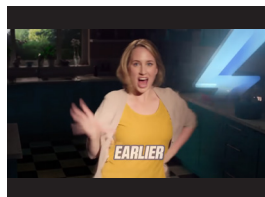
1. Ironia.
2. Musical.

1. Donna, 45.
2. Abbigliamento:
casual.
3. Make up/Cura dei
capelli: naturale.

1. Pulire il bagno.
2. Lavare i pavimenti.



1. Casalinga.

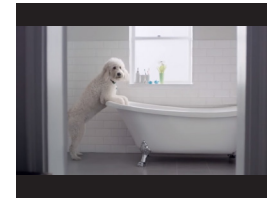


Reazione emotiva

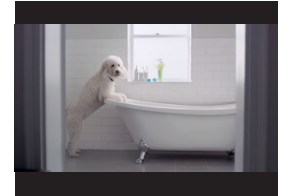
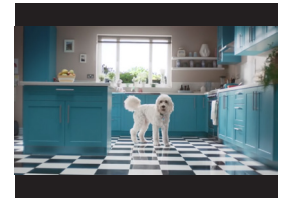
Interazione affettiva

Competenza

Contesto



1. Frustrazione: per il
pulito.

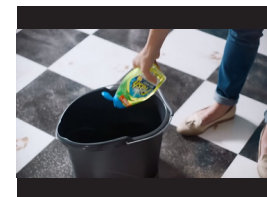
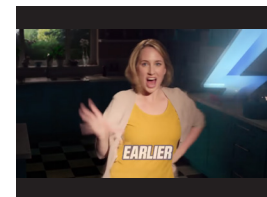


1. Domestico: casa
borghese.

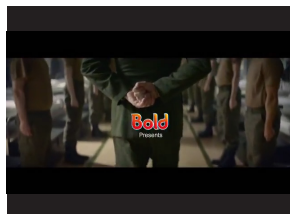
1. Opinione.



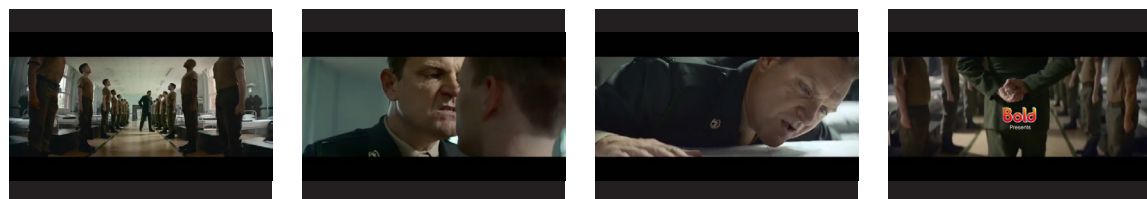
1. Entusiasmo.



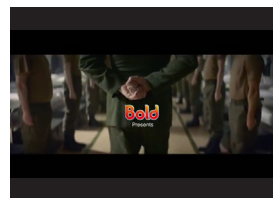
Bold
Detersivo per lavatrice



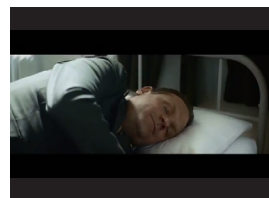
Tecnica narrativa Ruolo Aspetto esteriore Attività



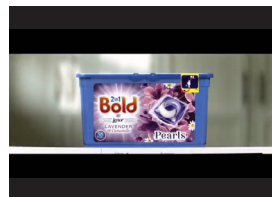
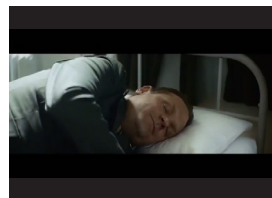
1. Professionista: sergente.



1. Uomo, 50.
2. Abbigliamento: divisa militare.



1. Lavorare.
2. Rilassarsi.

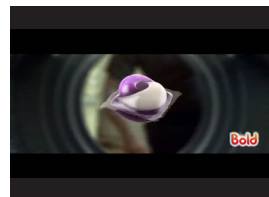
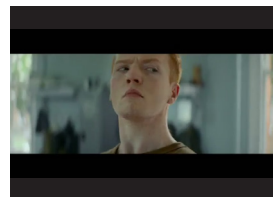
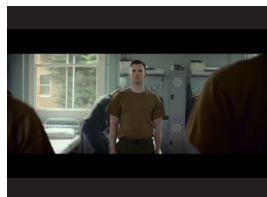


1. Situazione estrema.
2. Ironia.

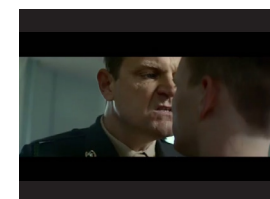
1. Professionista: soldato.

1. Uomo, 25.
2. Abbigliamento: divisa militare.

1. Fare la lavatrice.



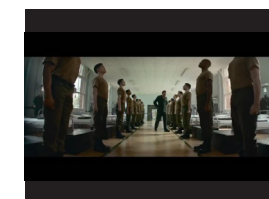
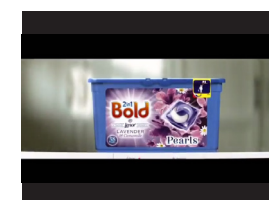
Reazione emotiva Interazione affettiva Competenza Contesto



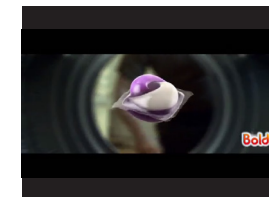
1. Minaccia.

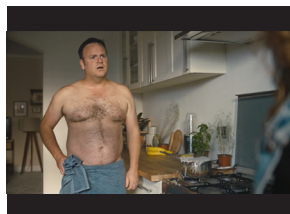


1. User/Authority.
2. Voice over: femminile.

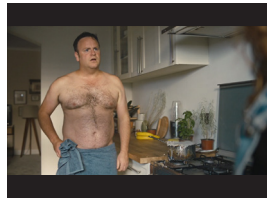
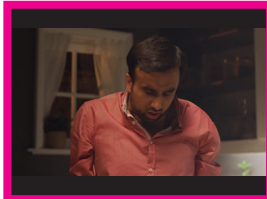
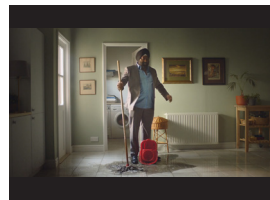
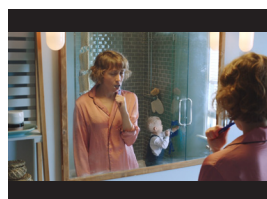
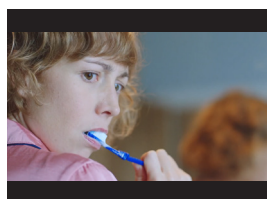
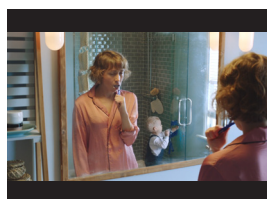
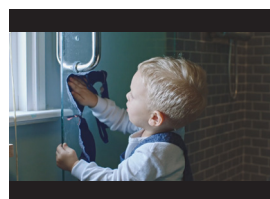


1. Extradomestico: lavorativo.





Tecnica narrativa Ruolo Aspetto esteriore Attività



- 1. Realismo di vita quotidiana.
- 2. Ironia.

1. Mamma.

- 1. Donna, 35.
- 2. Make up/Cura dei capelli: trasandato.

1. Prepararsi.

1. Marito.

- 1. Uomo, 60, indù.
- 2. Abbigliamento: formale.

1. Pulire i pavimenti.

1. Coppia gay.

- 1. Uomo, 30.
- 2. Abbigliamento: casual.

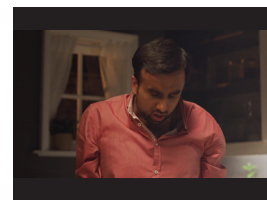
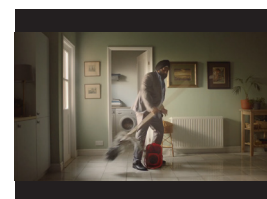
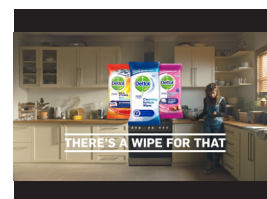
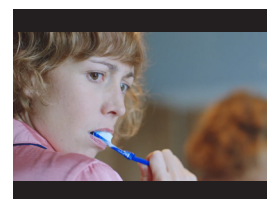
1. Cucinare.

1. Papà.

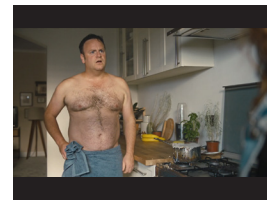
1. Uomo, 50.

1. Prendersi cura della figlia.

Reazione emotiva Interazione affettiva Competenza Contesto



1. Voice over: maschile.



1. Frustrazione.

1. Domestico: urbano.



Tecnica narrativa

Ruolo

Aspetto esteriore

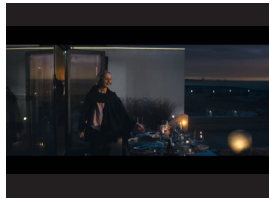
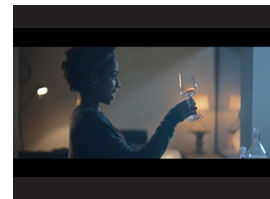
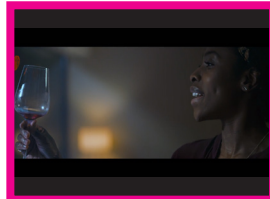
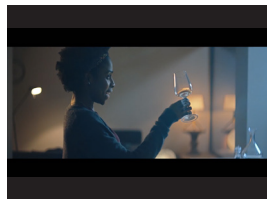
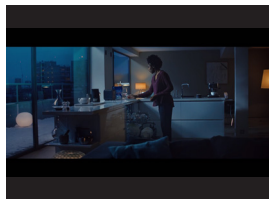
Attività

Reazione emotiva

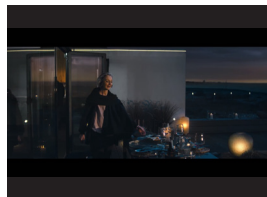
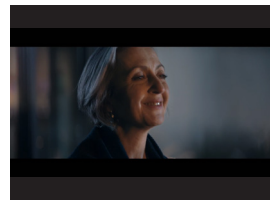
Interazione affettiva

Competenza

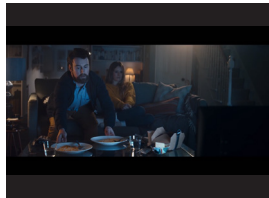
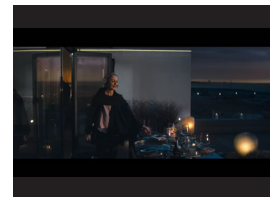
Contesto



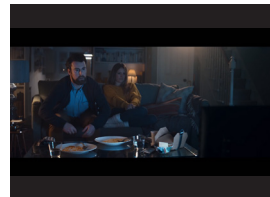
1. Mamma.

1. Donna, 40, di colore.
2. Abbigliamento: infor-
male.

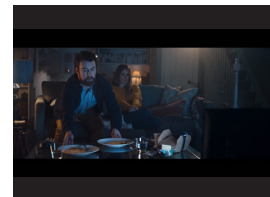
1. Fare la lavastoviglie.



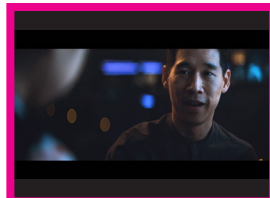
1. Nonna.

1. Donna, 65.
2. Abbigliamento:
formale.

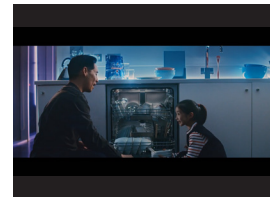
1. Preparare.



1. Fidanzato.

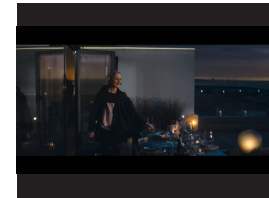
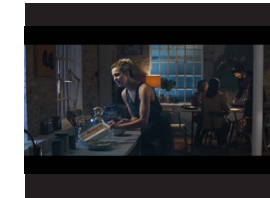
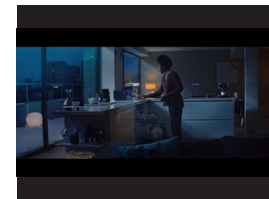
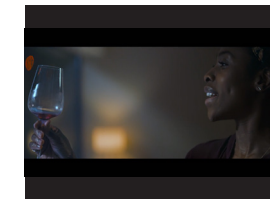
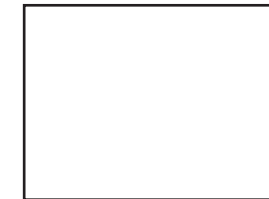
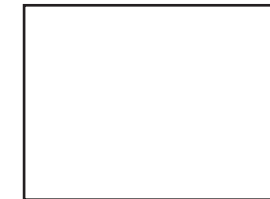
1. Uomo, 30.
2. Abbigliamento:
casual.

1. Preparare.

1. Realismo di vita
quotidiana.
2. Musical.

1. Papà.

1. Fare la lavastoviglie.

1. Uomo, 40, asiatico.
2. Abbigliamento:
casual.

1. Domestico: urbano.

1. User/Authority.
2. Voice over: maschile.

Persil
Detersivo per lavatrice



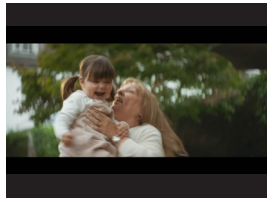
#multietnicità #over60 #cane
#puliscelui

Tecnica narrativa

Ruolo

Aspetto esteriore

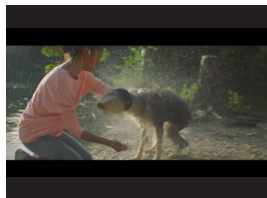
Attività



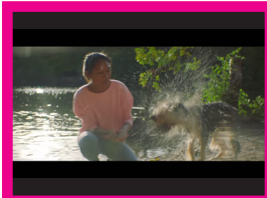
1. Nonna.

1. Donna, 65.
2. Abbigliamento: casual, classico.
3. Accessori: orecchini.

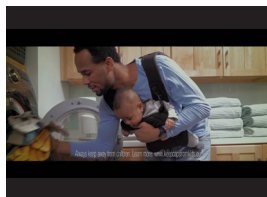
1. Giocare con i nipoti.



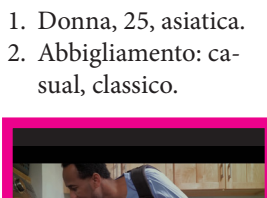
1. Single.



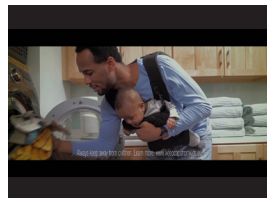
1. Rilassarsi.



1. Papà.



1. Donna, 25, asiatica.
2. Abbigliamento: casual, classico.



1. Prendersi cura del figlio.
2. Fare la lavatrice.

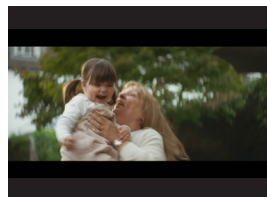
1. Realismo di vita quotidiana.

1. Uomo, 35, di colore.
2. Abbigliamento: casual, classico.

1. Figli.

1. Femmina, maschio, 5-7.

1. Giocare.

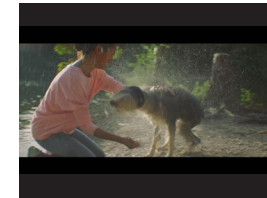


Reazione emotiva

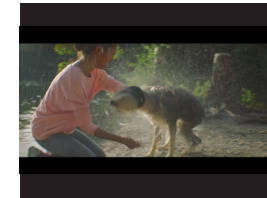
Interazione affettiva

Competenza

Contesto



1. User/Authority.
2. Voice over: femminile.

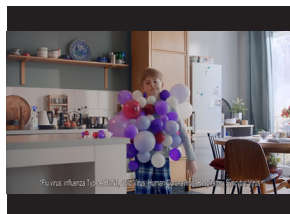


1. Extradomestico.
2. Domestico.



1. Tenerezza/Indulgenza.





Tecnica narrativa

Ruolo

Aspetto esteriore

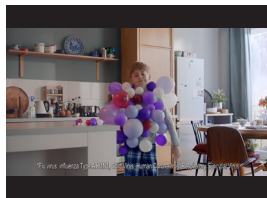
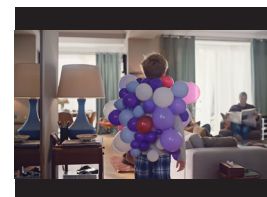
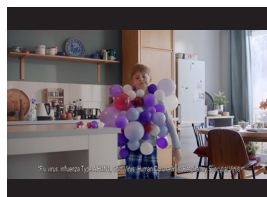
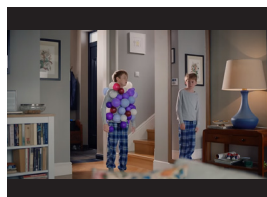
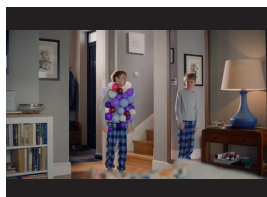
Attività

Reazione emotiva

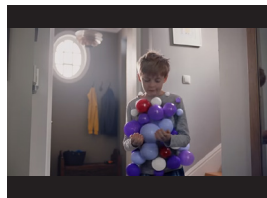
Interazione affettiva

Competenza

Contesto

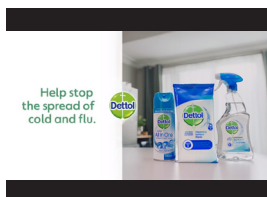
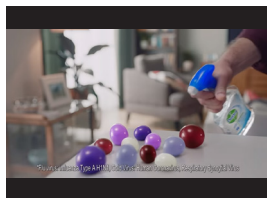


1. Figlio.



1. Maschio, 10.
2. Abbigliamento:
pigiamia.

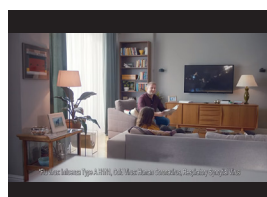
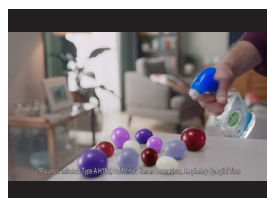
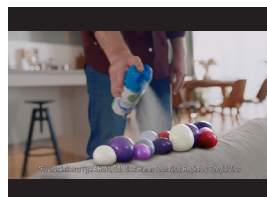
1. Disinfettare.
2. Rilassarsi.



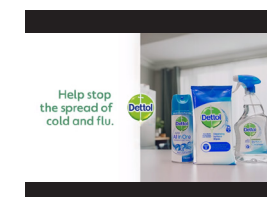
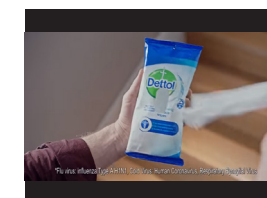
1. Realismo di vita
quotidiana.
2. Ironia.

1. Papà.

1. Uomo, 45.
2. Abbigliamento:
casual.

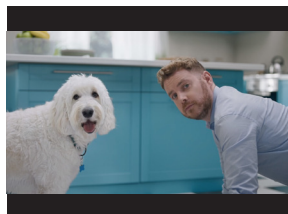


1. User/Authority.
2. Voice over: femmi-
nile.



Flash Speedmob

Mocio



#ironia #cane #puliscelui

Tecnica narrativa

Ruolo

Aspetto esteriore

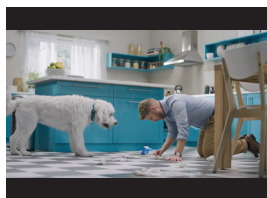
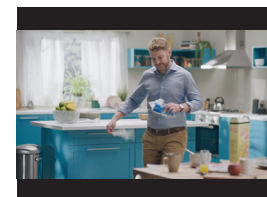
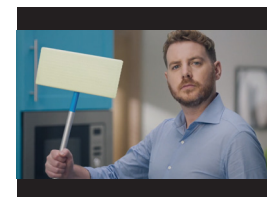
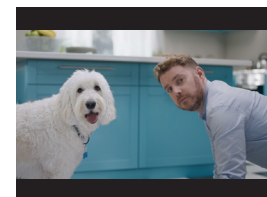
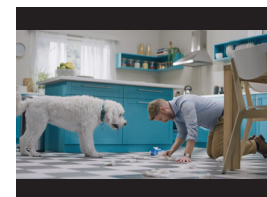
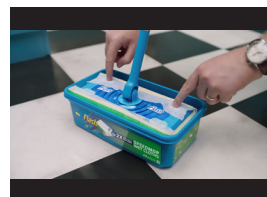
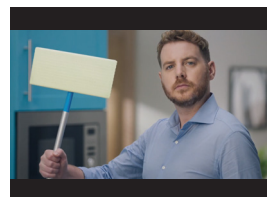
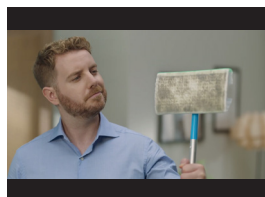
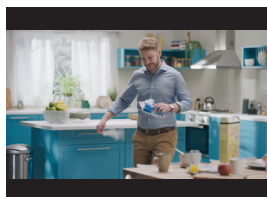
Attività

Reazione emotiva

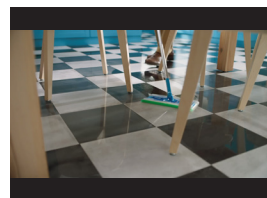
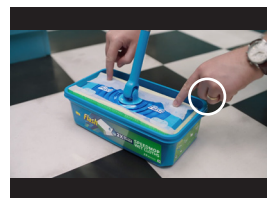
Interazione affettiva

Competenza

Contesto

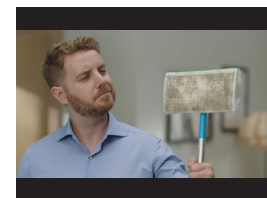


1. Marito.



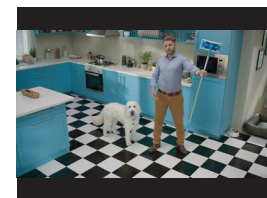
- 1. Uomo, 40.
- 2. Abbigliamento: casual.
- 3. Accessori: orologio, fede al dito.

1. Lavare i pavimenti.



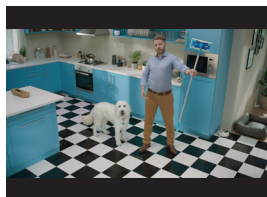
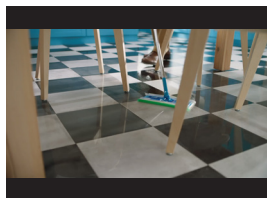
- 1. Frustrazione.
- 2. Soddisfazione.

1. Indulgenza.



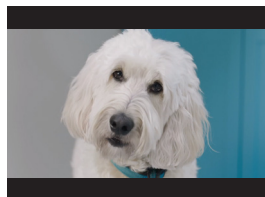
- 1. User/Authority.
- 2. Voice over: maschile.

1. Domestico: cucina.

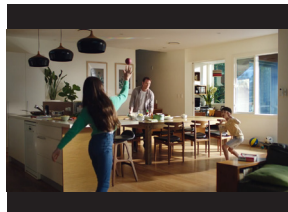


- 1. Realismo di vita quotidiana.
- 2. Ironia.

1. Cane.

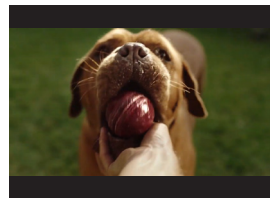
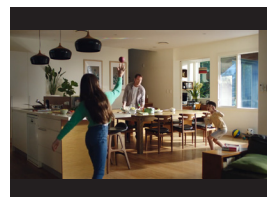
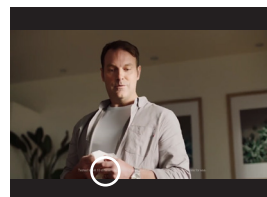
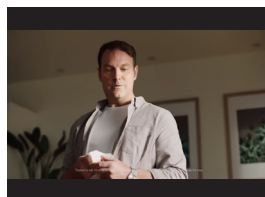
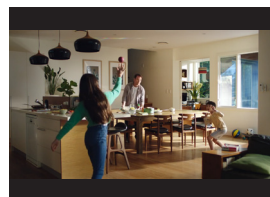


Pino O Cleen
Detersivo per lavatrice

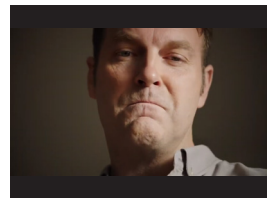


#ironia #papà #figli #puliscelui #cane

Tecnica narrativa Ruolo Aspetto esteriore Attività



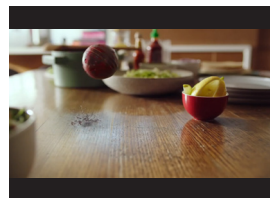
1. Papà.



- 1. Uomo, 45.
- 2. Abbigliamento: casual.
- 3. Accessori: fede al dito.

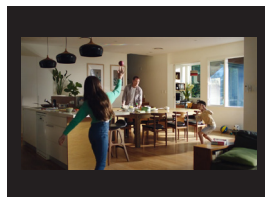


- 1. Preparare.
- 2. Disinfettare.

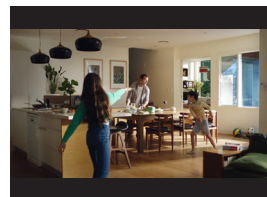


- 1. Realismo di vita quotidiana.
- 2. Ironia/Parodia.

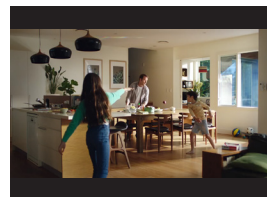
1. Figli.



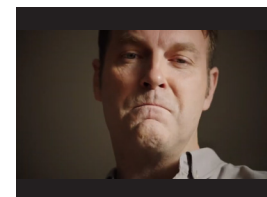
1. Femmina, maschio, 10-12.



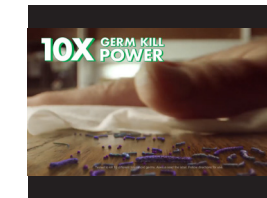
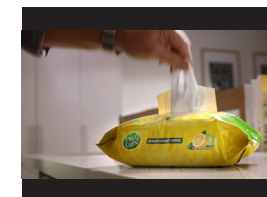
1. Giocare.



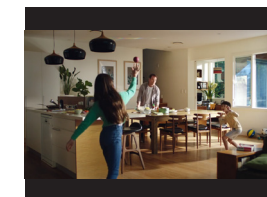
Reazione emotiva Interazione affettiva Competenza Contesto



1. Disgusto.



- 1. Opinion.
- 2. Voice over: maschile.



1. Domestico: sala da pranzo contemporanea.





Tecnica narrativa

Ruolo

Aspetto esteriore

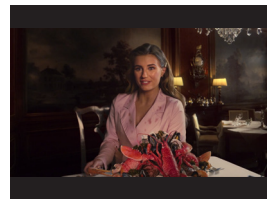
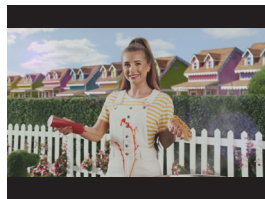
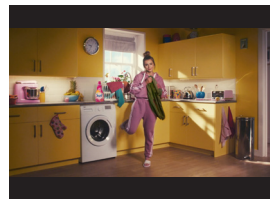
Attività

Reazione emotiva

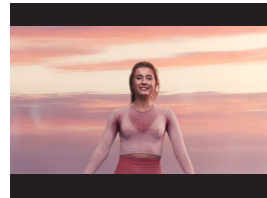
Interazione affettiva

Competenza

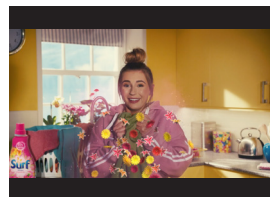
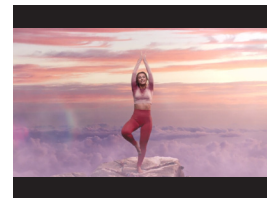
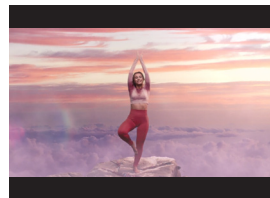
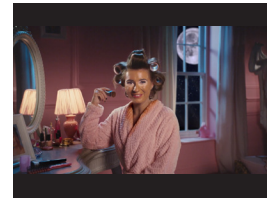
Contesto



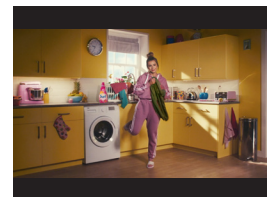
1. Single.



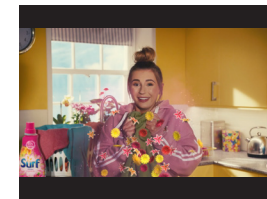
1. Donna, 25.
2. Abbigliamento: vario.
3. Make up/Cura dei capelli: evidente.
4. Accessori: orecchini.



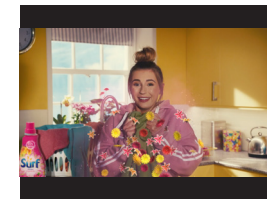
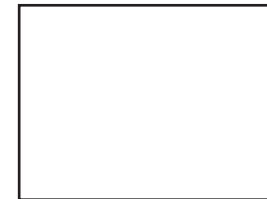
1. Ironia/Parodia.



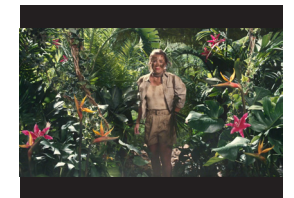
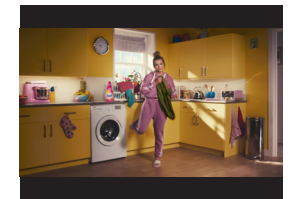
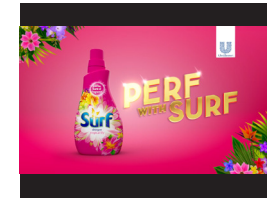
1. Cucinare.
2. Prepararsi.
3. Rilassarsi.
4. Sport.
5. Fare la lavatrice.



1. Entusiasmo.



1. Opinion.



1. Domestico.
2. Extradomestico: tempo libero.

Lenor
Detersivo per lavatrice

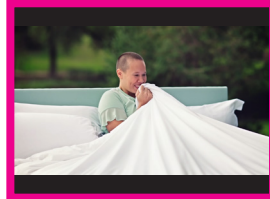
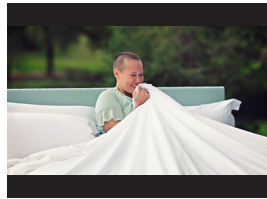


Tecnica narrativa

Ruolo

Aspetto esteriore

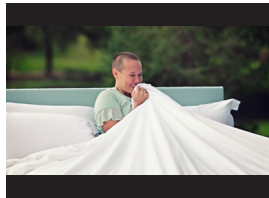
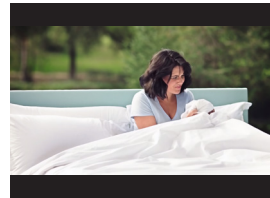
Attività



1. Single.



1. Donna, 25.
2. Make up/Cura dei capelli: naturale, corti.



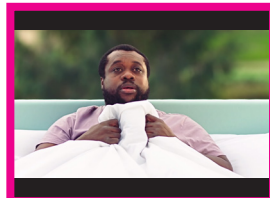
1. Single.



1. Donna, 30.
2. Abbigliamento: informale.
3. Make up/Cura dei capelli: naturale.



1. Single.



1. Uomo, 35, di colore.
2. Abbigliamento: informale.

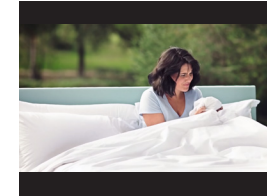
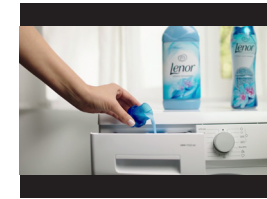
1. Testimonianza diretta.

Reazione emotiva

Interazione affettiva

Competenza

Contesto



1. Decontestualizzato.



1. Entusiasmo.

1. Voice over: femminile.

Ariel Oxi Pods

Detersivo per lavatrice



#multietnicità #puliscelui

Tecnica narrativa

Ruolo

Aspetto esteriore

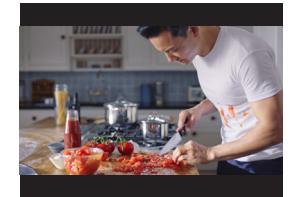
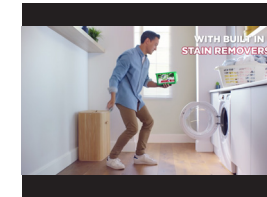
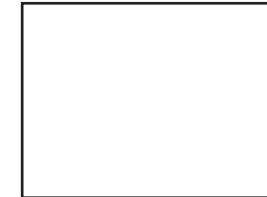
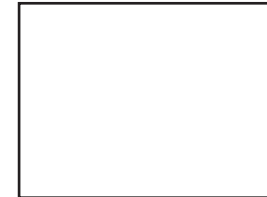
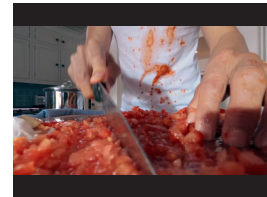
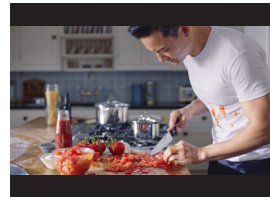
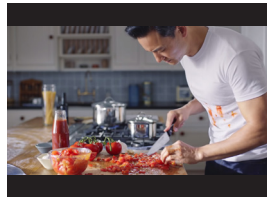
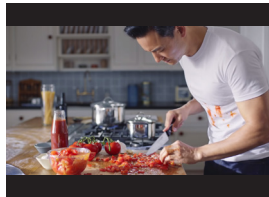
Attività

Reazione emotiva

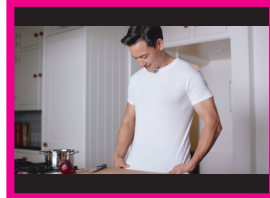
Interazione affettiva

Competenza

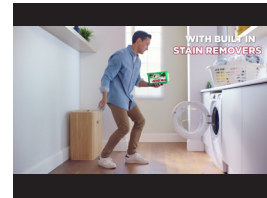
Contesto



1. Single.



- 1. Uomo, 35, asiatico.
- 2. Abbigliamento: casual.

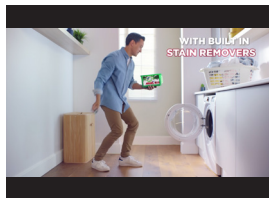


- 1. Cucinare.
- 2. Fare la lavatrice.



1. Domestico.

- 1. User/Authority.
- 2. Voice over: maschile.



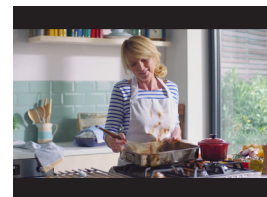
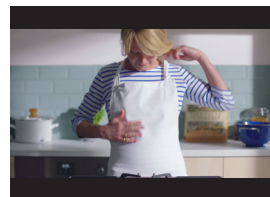
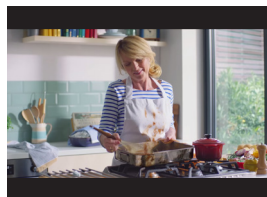
1. Realismo di vita quotidiana.

- 1. Donna, 50.
- 2. Abbigliamento: informale, grembiule.
- 3. Make up/Cura dei capelli: naturale.
- 4. Accessori: anelli.

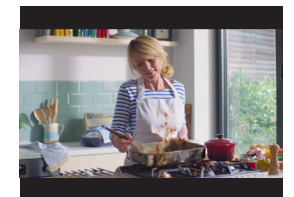


1. Cucinare.

1. Casalinga.



1. Domestico.



Fairy
Detersivo per lavatrice



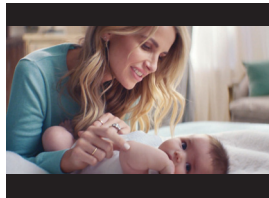
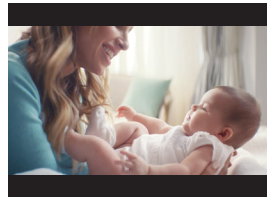
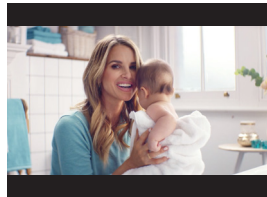
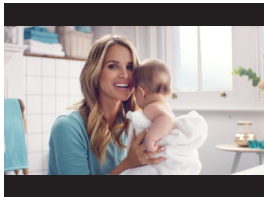
#mamma #figlia

Tecnica narrativa

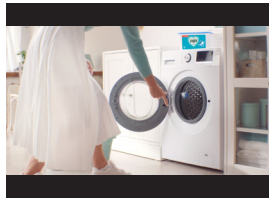
Ruolo

Aspetto esteriore

Attività



1. Mamma.



1. Donna, 35.
2. Abbigliamento: casual.
3. Make up/Cura dei capelli: naturale.
4. Accessori: anelli, fede al dito.

1. Prendersi cura della figlia.
2. Fare la lavatrice.



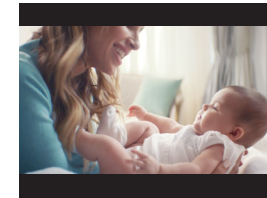
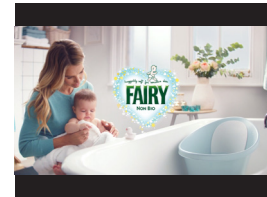
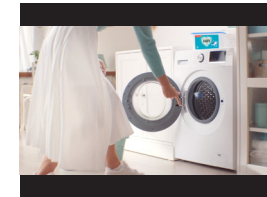
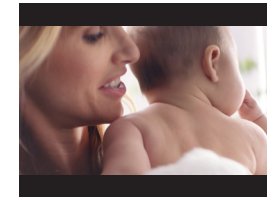
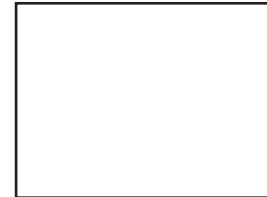
1. Realismo di vita quotidiana.
2. Testimonianza diretta.

Reazione emotiva

Interazione affettiva

Competenza

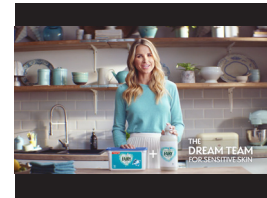
Contesto



1. Tenerezza.



1. Opinione.



1. Domestico.

SPOT IN APPENDICE

Italia

01. Marga Vetro + Emulsio, '60
02. Cera Emulsio, '61
03. Omo, '63
04. Singer Nevada + Singer Miranda, '63
05. Lavatrice Superautomatic Atlantic, '64
06. Skip, '64
07. Cera Grey, '65
08. Philco Bendix, '65
09. Tide, '65
10. Philco Bendix, '66
11. Candy Stipoatic, '67
12. Dash, '67
13. Bio Presto, '68
14. Lavatrice Castor + Lavapentole Castor, '68
15. Pronto, '68
16. Cera Grey, '69
17. Dash, '72
18. Lavatrice IGNIS P.M.System, '72
19. Kop, '74
20. Ava, '75
21. Ava, '76
22. Emulsio, '76
23. Marigold, '76
24. Mastro Lindo, '77
25. Nelsen piatti, '77
26. Cera Nova, '78
27. Sole piatti, '78
28. Bio Presto, '79

01. Domestos, '79
02. Fonet, '79
03. Soflan, '79
04. Vernel, '79
05. Dato lavatrice, '80
06. Sole piatti, '80
07. Vernel, '81
08. Sole Bianco, '82
09. Mastro Lindo, '83
10. Olà, '83
11. Sole pittì, '83
12. Ben fatto, '84
13. Sole Blu, '85
14. Ace, '86
15. Lysoform, '87
16. Margherita Ariston, '87
17. Omino Bianco, '87
18. Sole Bianco, '87
19. Acti, '88
20. Bio Presto, '88
21. Dinamo 3, '88
22. Rex, '88
23. Ace, '89
24. Mastro Lindo, '89
25. Rex, '91
26. Rio casa mia, '91
27. Ace, '92
28. Dash liquido, '92
29. Dash color, '92
30. Tot, '92
31. Napisan, '93
32. Vileda, '93
33. Ace gentile, '94
34. Fabuloso, '94

35. Aiax gel 2 in 1, '95
36. Bio Spray, '95
37. Cera Emulsio, '95
38. Dinamo 3, '95
39. Dash, '97
40. Svelto Più, '97
41. Viakal, '97
42. Ava doppia azione, '98
43. Bio Presto, '98
44. Sole marsiglia, '98
45. Omino Bianco, '00
46. Sesto senso Whirpool, '00
47. Ava liquido, '01
48. Viakal, '02
49. Dixan liquido, '02
50. Smac, '02
51. Ace gentile, '03
52. Dash, '03
53. Lip Woolite, '03
54. Swiffer, '03
55. Guanti Vileda, '03
56. Ava Oxygen Action, '04
57. Cif, '04
58. Imetec Flexica, '04
59. Mr Muscolo, '04
60. Cif, '05
61. Lavastoviglie Rex-Electrolux, '05
62. Rio melaceto, '05
63. Ace, '06
64. Vaporetto Polti, '06
65. Amuchia, '07
66. Finish, '07
67. Lysoform, '08
68. Cif crema, '09

01. Omino Bianco, '09
02. Dash Ecodosi, '10
03. Calfort, '11
04. Sole, '11
05. Amuchina, '13
06. Finish, '13
07. Ace Spray Mousse, '14
08. Beko, '14
09. Calgon, '14
10. Bosh, '15
11. Chanteclair, '15
12. Swiffer, '15
13. Lenor, '16
14. Smac, '16
15. Viakal, '16
16. Supermocio Vileda, '16
17. Candy Bianca, '17
18. Swiffer, '17
19. Napisan, '17
20. Ace Gentile, '18
21. Lysoform, '18
22. Napisan Igienizzante, '18
23. Vanish, '19
24. Amuchina, '19
25. Pril Gold, '19
26. Ace Spray Mousse, '20
27. Calgon, '20
28. Dixan Discs, '20
29. Finish Brillantante, '20
30. Polti, '20
31. Pril Gold, '20

Paesi Nordici

01. Via, '12
02. Klorin, '13
03. Omo, '13
04. Vanish, '13
05. Bio-tec, '14
06. Grumme, '14
07. Grumme, '14
08. Krystal, '14
09. Omo Aktive, '14
10. Blenda, '16
11. Omo, '16
12. Bosch Tystnad, '17
13. Grumme, '17
14. Yes, '17
15. Bosch Utan sladd, '18
16. Ren Logik, '18
17. Sun, '18
18. Sun, '18
19. Via, '19
20. Zalo, '20

Spagna

01. Dixan, '10
02. Cillit Bang, '11
03. KH-7, '11
04. Finish Quantum, '13
05. Sanytol, '14
06. KH-7, '15
07. Las 3 brujas, '15
08. Norit Diario, '15

01. Asevi Mio , '16
02. Colon, '16
03. Finish, '16
04. KH-7, '16
05. Sanytol, '16
06. Dyson, '17
07. Fabuloso, '17
08. Wipp Express, '19
09. Cillit Bang, '19
10. Finish, '19
11. Fairy, '20
12. Lenor UNstoppables, '20

Francia

01. Cif Power Cream, '10
02. Cif Express, '12
03. Swiffer, '13
04. Ajax, '14
05. Ariel Pods, '14
06. Cillit Bang, '15
07. Skip, '15
08. Ajax, '16
09. Ariel 3 en 1, '16
10. Mir, '16
11. Calgon, '18
12. Le Chat, '18
13. Swiffer, '18
14. Ariel 3 en 1, '19
15. Ariel Pods, '20
16. Bosch, '20
17. DesTop, '20
18. Sanytol igienizzante, '20

19. Sanytol igienizzante, '20
20. Sun, '20

Regno Unito

01. Daz, '12
02. Vansih, '12
03. Dettol, '13
04. Daz, '14
05. Fairy, '15
06. Flash, '15
07. Cillit Bang, '16
08. Febreze, '16
09. Flash, '16
10. Bold, '18
11. Dettol, '18
12. Finish, '18
13. Persil, '18
14. Dettol, '19
15. Flash Speedmob, '19
16. Pino O Clean, '19
17. Surf, '19
18. Lenor, '20
19. Ariel Oxi Pods, '21
20. Fairy, '21



POLITECNICO
MILANO 1863

Corso di Laurea Magistrale in
Design della Comunicazione