**Diary Date: …….……**

**Save Yourself? Cloning says Diesel**

July 30, 2001 by [Strategy Staff](http://strategyonline.ca/author/admin_st)

So, what’s the story?

Denim brand Diesel claims to have discovered the secrets of remaining forever young, and is espousing the virtues of cloning … among other things.

Photographed by Jean Pierre Khazem, under the direction of the company’s new Dutch AOR Kessels Kramer, the ‘Save Yourself’ campaign pokes fun at society’s obsession with the fountain of youth. ‘So many people are worried about their appearance,’ explains Marissa Guerrera, ad manager at the company’s Canadian headquarters in Montreal. ‘They’re going to spas where they can relax and stay wrinkle free. This campaign is a big joke.’

The ads feature models wearing barely detectable facemasks. The effect is eerie; they look like robotic characters in some bizarre sci-fi flick (think Bladerunner).

In one of them, a woman decked out in denim strikes an unnatural pose, and holds an antique wineglass filled with what is supposed to be urine (we’re assuming it’s really apple juice). Her name is Helen Pickering, and she was born in 1899. The copy reads, ‘I’ve been enjoying the fountain of youth for over a century. It’s full of vitamins, I can make it myself and there’s a never-ending supply. I may have bad breath but I look fantastic.’

In another ad named ‘Cloning,’ Louise Kemp-Welch, who was born in 1893, has copied herself four times and all versions are fabulously dressed in stylish Diesel clothes. ‘I thought my youth was over, but then I discovered cloning,’ she explains. ‘Now I can enjoy being young and attractive again and again. And if I discover a wrinkle, I’ll just clone another me!’

Other ways to ward off old age, according to Diesel? Sleep 100 years straight and attach yourself to a computer.

Isn’t Diesel afraid that some poor schlep will actually take their advice?

<http://strategyonline.ca/2001/07/30/whatthinking-20010730/#ixzz1j8W1Xo6m>

***Group Work (3): prepare an oral presentation focusing on the following***

*1/ explain what Diesel is*

*2/ explain why they talk about cloning*

*3/ say a few words about the impact of their initiative*

*4/ Say what this is it all meant to*

*Trace écrite:*

*Diesel is a jeans manufacturer.*

*They launched a series of ads that has become a smash hit.*

*The catchphrases say that if you want to stay young you have to choose cloning or to drink urine which is obviously considered as very provocative.*

*This advertising campaigns is meant to make fun of people who want to remain young forever and to stay wrinkle free. By doing so, Diesel calls the attention of the consumers and increase the awareness of their brand.*

*To top it all, the visual advertising is very eye-catching because the main character looks like a robotic characters as if it had a play in a scifi movie.*

*Uselful expressions:*

*To keep oneself from + V-ing*

*In order to ….*

*So as to ….*

*If you want to …you have to ….*

*If you aim at ….you can …..*