

ALLSWELL AD CONTROVERSY

## *Criticise it, but it works*

I can identify with the Allswell ad featured in the article "Singlish ad gets laughs" (LifeStyle, Sept 21). My wife often cooks nutritious food for the family, because as she tells us, she loves us.

It does not matter that the couple in the ad speak Singlish as long as the ad makes viewers identify with the message and product.

The woman's body language coupled with the "I love you" declaration conveys a powerful message – it is a "hidden persuader" that sells the product.

The bottom line is that a good advertisement should make an impression on viewers and this ad has succeeded.

You can criticise the cheap production, the bad acting and the cheesy



**Bad acting and cheesy script, but love declaration is a powerful message.**

script but it's Allswell which will be laughing all the way to the bank.

**David Lim**

**Good for 1960s, not now**

I always switch channels whenever the "Allswell" drink commercial on TV is screened.

Such an ad might have worked in the 1960s and 1970s.

My take is that Allswell does not seem to care about its corporate image and the advertising agency concerned has done a poor job.

**Jeffrey Law Lee Beng**

**Gives me goose bumps**

I agree that the Allswell ad is cheesy, to say the least. The contrived acting and unconvincing emotions give me goose bumps.

**Tan Chin Aik**

**'Because I told you so!'**

"Because I love you" is "the age-old line that all women use on guys"? I seriously doubt so. The line that all women use is: "Because I told you so!"

I think the advertisement is causing such a stir because we are just not comfortable with expressing our love. We are guarded and are afraid of being at a disadvantage should we express our innermost feelings too easily.

**Helen Teo Guat Im**

**It makes me smile**

I think it is a very charming ad and the nice part about it is that it makes me smile. It is very Singaporean and what's wrong with that? Kudos to the ad agency.

**Katherine Cox**