

Beauty Advertising – Message and Content

An explanatory study and mapping of the global beauty market's advertising execution.

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ABSTRACT

By an extensive analysis of TV commercials from 38 large brands and sub-brands from beauty segments skin care and color cosmetics, the thesis provides a mapping and an insight into beauty advertisement. This is done by exploring the connection between advertising strategy, message and creative content. A general connection was found where the dominating sales-oriented approach commonly was combined with informational strategies, reaffirming messages and a content with large product focus, information heavy copy and actively participating endorsers. The less frequent, more involvement-oriented approach was more commonly accompanied by transformational strategies, inspiring messages with emotional appeals where the content often was characterized by small product focus, emotional copy and passive endorsers. The latter approach was much more common in skin care, whereas brands in color cosmetics employed very similar strategies and execution of the first kind. Furthermore, a brief discussion was made on the potential societal impact and effect of beauty advertisement, where it can be argued, based on previous research, that the dominating sales-oriented approach with reaffirming messages has a negative effect on consumers' self-esteem and self-respect. On the contrary, the adverts with inspiring messages can be argued having a positive effect on the same.

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1. Introduction & Purpose

Background to choice of thesis subject is explored, purpose is revealed and a brief industry overview is provided. This chapter also touches upon limitations of the work and the expected contribution of the thesis.

1.1. Purpose and research question

This thesis aims at providing an insight into the beauty industry's global advertising market by mapping and categorizing advertising strategies employed by a number of the world's largest brands. Its purpose is to explain how different dimensions and parameters of an advertising strategy is used and to identify propositions of how these are generally connected, which will give a better understanding of how the different brands are communicating. Additionally, the research aims at investigating if the approach and strategies employed differ between types of beauty products and between sales channels.

- How does the beauty industry communicate through their advertising?
 - o What messages and contents (purpose and execution) do the largest brands employ in their advertising?
 - o How is message and content (purpose and execution) connected?
 - o How does advertising differ between beauty product groups?
 - o How does advertising differ between sales channels?

1.2. Industry Overview

1.2.1. Market size and segments

According to Global Cosmetics Industry Magazine, the global cosmetics and perfume industry generates an estimated annual turnover of US\$ 230 billion in sales, where Europe and USA are the leading markets. Largest segments for product attributes are high-tech and natural-based products. Trends show an increasing customer awareness and knowledge, where transparency and demonstration on techniques and ingredients are becoming more important in the brand-consumer communication (Ejiofor M., 2006).

The cosmetics product range today includes products like Skincare, Lotions, Powders, Perfumes, Lip Color, Nail polishes, Eye Makeup, Face Makeup, Hair Color, Hair Care, Baby products, Bath Products, Party Makeup, Special FX makeup (Barton S. J., 2008). Generally these are divided into categories Hair Care, Color Cosmetics, Skin Care, Fragrances, Bath & Shower and Men's grooming.

1.2.2. Market history and main players

Maybe one of the most well known and oldest consumer brands is the French L'Oréal. It first started out specializing in hair coloring products just over 100 years ago, which dominated the market back then. It didn't take long before brands like Max Factor and Elizabeth Arden joined the quest for international expansion. Around World War II, more brands, including Revlon and Estee Lauder, joined and enjoyed the rapid growth of the market.

According to Euromonitor, today Maybelline is the number 1 best-selling make-up brand worldwide with a market share of 7.4%, followed by American Avon at 5.4% and L'Oréal Paris at 5.3%. Lancôme is number four at 4%, followed by Clinique with 3.6% of the market and Revlon with 3.3%. Estee Lauder's own brand is the 7th

largest brand with 2.9%, followed by Max Factor with 2.8%, Cover Girl with 2.7% and Shiseido with its 2.2% making it the 10th best selling make-up brand globally (Ejiofor M., 2006).

However, the ownership structure looks slightly different with some companies owning several of the big brands, making their advertising budget and impact even bigger. Beauty Inc. conducts a yearly investigation, ranking the world's top selling beauty companies. The following is the ranking for 2010 (Phelan H., 2011):

- 01.L'ORÉAL
- 02.PROCTER & GAMBLE CO.
- 03.UNILEVER
- 04.THE ESTÉE LAUDER COS.
- 05.SHISEIDO CO.
- 06.AVON PRODUCTS
- 07.BEIERSDORF
- 08.KAO GROUP
- 09.JOHNSON & JOHNSON
- 10.CHANEL
- 11.LVMH MOËT HENNESSY LOUIS VUITTON
- 12.COTY
- 13.HENKEL
- 14.NATURA COSMETICOS
- 15.MARY KAY
- 16.AMOREPACIFIC GROUP
- 17.GROUPE YVES ROCHER
- 18.LIMITED BRANDS
- 19.ORIFLAME COSMETICS
- 20.ALTICOR
- 21.KOSÉ CORP.
- 22.POLA ORBIS HOLDINGS
- 23.PIUG
- 24.ALBERTO CULVER
- 25.ELIZABETH ARDEN

1.3. Delimitations

Since advertising comprises many different medias, which are also hard to follow and track, TV commercials were chosen as representative media for investigation. It is by far the largest media both in terms of spending and reach. Through online video sites such as YouTube, a wide range of TV commercials are also relatively easily attainable.

To cover a global picture of the advertising market, global brands with both standardized and market adapted commercials were chosen, as well as a few big regional brands. Due to both time limit and questionable contribution to the overall overview, smaller local brands were not studied.

Due to time limit and the nature of how the beauty industry is divided into segments, the two largest segments of the industry, Skin Care (SKC) and Color Cosmetics (CCS), were studied as the two main different beauty product groups. These constitute a major part of the industry and except for fragrances they are almost exclusively the only subjects for big TV campaigns. Regarding sales channels, the two major ones retail and direct-selling was chosen due to their nature of being the two major sales channels.

1.4. Contributions

The thesis will add a new dimension to previous research on beauty advertising. By giving a comprehensive overview and insight into how the world's largest beauty companies communicate through their advertising, recipes for successful strategies are created and a map for how different products are communicated is drawn out. Additionally, it can hopefully help us better understand how beauty advertising might impact its viewers and societal norms.

2. Methodology

This chapter defines the research approach, outlays how the analysis material was selected and depicts how the structure for conducting the analysis was created together with how the analysis was actually made.

2.1. Research approach

To fulfill the explanatory purpose of this thesis, the research method chosen was to collect and analyze advertising material. This approach was found the most reasonable one for this purpose, since there is not enough previous applicable studies made in this area to analyze, and conducting interviews would both be time consuming and difficult due to confidential restrictions. Practically studying the actual advertisements was thus found as the most appropriate approach.

2.2 Selection of research objects and data collection

In order to cover as complete of a picture as possible of the beauty advertising market, the choice of brands was made in order to cover best-selling and big-advertising-spending brands, as well as direct-selling brands. Within these categories, the only limitation that was done was by accessibility of material.

Data consists of TVCs available online mostly from the video site YouTube. The video links were collected brand by brand and based on several big campaigns. Generally 3-4, but up to 13 TVC campaigns per brand was studied, depending on the material that was available online. The general aim was to limit the TVC origins to maximum 5 years ago, in order to get an updated picture without losing too much of the base of data. All available videos within the chosen brands and time frame where studied to get a representative picture of what is most exposed, in other words no videos were excluded from the study. See TVC reference list attachment for further details on what adverts were studied for each brand.

The following are the 25 brands and sub-brands whose TVCs were studied in SKC: Artistry, Artistry Essentials, Avon Anew, Avon Solutions (old and new), Avon Professional, Dove Beauty Bar, Dove Pro Age, Garnier, L'Oréal Paris (Age Perfect, Age Re-Perfect, Revitalift, Youth Code), Mary Kay, Natura Ekos, Natura Chronos, Nivea Body, Nivea Crème, Olay, Oriflame (Aqua-Rhythm, Ecollagen, Lift Expert, Perfect Body, Royal Velvet), Pond's.

The following are the 13 brands and sub-brands whose TVCs were studied in CCS: Artistry, Avon Color, Covergirl, L'Oréal, Mary Kay, Maybelline, Max Factor, Natura Una, Oriflame (OB, Very Me), Revlon, Rimmel, Shiseido.

Brands per segment were chosen according to video availability online, but were also confirmed as representative for the segments by the marketing director at Oriflame Cosmetics.

2.3. Template setup

An excel template in the shape of a matrix model was created to gain the advantage of overview without losing detail. On the y-axis the brands studied were placed and on the x-axis the parameters that would compare them. Each template consists of one strategic part dealing with advertising strategy and message, and one creative part, dealing with the more detailed visual content.

With the aim of creating as objective parameters as possible, academic theory was used as source for the strategic parameters. Due to the nature of the creative content, these parameters are however slightly more simple and subjective. In total, each template consists of 15 different parameters, each parameter having up to six different dimensions.

One version of this template was created for SKC, and since mascara and lipstick (which are the two main product types in CCS) are slightly differently presented, one version for each was made. In total, three templates, all with a strategic and a creative part, was created.

2.4. Analysis

Four main academic frameworks were chosen to cover all aspects of strategy and message. These were advertising appeal, key message, message strategy and reason-to-believe. For every brand, each framework with all its dimensions was analyzed by viewing the brand's set of TVCs 3-5 times and selecting a category in each dimension. The appropriate category for each dimension for each brand was marked by background coloring in the matrix template. The cell equivalent to the row of the brand studied and the column of that dimension was marked. The reasoning behind and determining factors for the choice was noted as text in that cell. The colored fields created an overview of all the brands and made them possible to compare, while the notes covered the details. See part "operationalization" in Theoretical framework below or template attachment for further details on how the brands were categorized according to the different frameworks and dimensions.

At a second stage, appropriate dimensions were paired for a more visual four-field-matrix comparison, where one parameter's dimensions were lined across the x-axis and the other parameter's dimensions spread along the y-axis. This was done in order to more clearly see the overview and connection between the frameworks, but also to be able to indicate variances among brands in each category. The pairing of dimensions were done to explore the connections between purpose of the ad or key message to the way it was communicated. The dimensions in creative content were also paired with purpose of the ad to support the first examined connection just mentioned. Based on the findings from these pairings, assumptions of these

connections were made and formed into propositions, forming the empirical outcome of this thesis.

2.5 Research quality

It may be questioned whether the necessary limitations of the empirical data studied truly represents the complete picture of the beauty advertising market. TV as a media may be the largest, but print and also online are big medias within the industry. However, advertising is mostly exercised in terms of campaigns where content is similar in all medias.

In addition, the reference of online videos makes origin questionable in terms of date, extent of use and possible local adaptations, which could disturb the base of comparison. Further, due to the qualitative nature of the study, the analysis is partly subjective which could alter the quality of the research.

In order to keep the objectivity and validity as high as possible, as objective parameters as possible were chosen and analyses were made individually per brand before any comparisons were made.

3. Theoretical Framework

This chapter is describing the academic advertising strategy and message frameworks that were used to conduct the analysis. First, advertising appeal and key message outlines ways of looking at the content and purpose of advertising. Second, Message strategy backed up by reasons-to-believe depicts ways of looking at the execution of advertising. The last part of operationalization aims at describing how these are connected, how they are useful for the purpose of this thesis and how they were combined to form the framework for the thesis analysis.

3.1. Advertising appeal

For advertising appeals, four strategies of appealing to the customer based on the objective of the communication were stated by Hall (1992) and O'Malley (1991) (Dahlén, M., Lange, F. and Smith, T., 2010). The sales-oriented appeal is the most rational and short-term with directly measurable effects, aiming at driving sales. The persuasion-oriented is also a rational appeal, with the goal of altering the consumer's perceptions and mind in order to move him or her through a sequential process and in the long run convincing them to make a purchase decision beneficial for the company (Dahlén, M., Lange, F. and Smith, T., 2010). This approach is often associated with the AIDA process of communication, starting with catching Attention, followed by evoking Interest and then creating a Desire that will lead to Action (Mindtools, 2012).

The two other advertising appeal strategies are slightly more irrational and more long-term with different aims. The third appeal is the involvement-oriented one, where the objective is to emotionally engage the target audience through creating a resonance between the communication and the consumer. The goal here is to align brand image with consumer self-image to create an involving personal bond that will lead to loyalty and repeat purchases in the long-run (involvement with the advertisement leads to involvements with the product) (Dahlén, M., Lange, F. and

Smith, T., 2010) (Drypen, 2012). This can be done by either resonating with the consumer's lifestyle, with the consumer's personal values, or both (Aviva, 2012).

The fourth and last advertising appeal type is the salience-oriented. This framework aims at creating a presence in the consumer's mind through an advertisement or product that stands out and is radically different than the competitors' (Aviva, 2012).

3.2. Key message

For determining parameters to compare key messages, the advertisements were divided into either having an inspirational or a reaffirming message, based on academic theory on the human's different types of motivations.

A very well used model in psychology is the motivation matrix, also described in Dr. Jim Taylor's article about motivation (Taylor J., 2012). It outlines that all our actions are derived from either of four different types of motivation. These are based on if the motivation comes from the outside world or from inside of you, and whether it is positive or negative.

The internal, positive motivation is considered the strongest kind and most likely to lead to action. This is a motivation filling the person with strong feelings of satisfaction, passion, self-validation and desire. The internal, negative motivation on the other hand, comes from an internal threat, a fear of failure or inadequacy, filling the person with feelings of insecurity. The external, but positive motivation is derived from gaining recognition and appreciation from other persons, meanwhile the external and negative motivation comes from an external threat dealing with fears like little respect from others, social pressures, or unstable relationships (Taylor J., 2012).

Advertising messages can be seen as employing a spectra of these motivations, from where the internal negative one would be the most reaffirming kind and a message appealing to the internal positive motivation would be the most inspiring one.

3.3. Message strategy

In 1987, Ratchford declared that advertising could either be informational or transformational. Informational advertising usually focus more on the product and its benefits which makes it more rational and objective, while transformational advertising has less focus on the product and is often more personal and emotional (Dahlén, M., Lange, F. and Smith, T., 2010). These two perspectives constitute the two main dimensions of the template's message strategy. The informational part is then divided into parameters according to theory on cognitive message strategies and the transformation part is divided into the advertising being either highlighting the user or the brand.

Generally, when talking about cognitive message strategy, there are five main strategies: the generic message, the pre-emptive message, the unique selling proposition (USP), the hyperbole and comparative advertising (Shannon School of Business, 2009). Generic messages are the simplest ones where the message strictly focuses on the problem-solving benefit and the direct value of the products, without any other kinds of claims. While generic messages do not consider competition, the pre-emptive one does. Like the generic message, a pre-emptive message focuses on the product attributes and benefits, but claims superiority over all its competitors either by directly mentioning the competitors or just saying that their product is the best on the market. In contrast to the generic and common message, the unique selling proposition focuses on standing out from the crowd by claiming that the product has a unique attribute shared with no one else and thus appear superior. While the USP displays a rational uniqueness of the attribute that is also testable, the hyperbole takes it to the extreme by claiming often unrealistic and

unsubstantiated product attributes, which is often a way to make the advert comical. Lastly, the comparative advertising uses a competitor or an example competitive product to demonstrate the advertised product's superiority over the competing product. While the pre-emptive strategy simply states that it's the best of all competitors, the comparative advertising makes a more believable case of demonstrating its superiority over a chosen competitor in the advertising (Shannon School of Business, 2009).

3.4. Operationalization

In order to create a complete and valid analytical tool, academic theory for parameter comparisons were chosen in accordance to cover several perspectives of advertising strategy. Firstly, theory on advertising appeal is used to analyze the objective and desired outcome of the advertising, in other words the direct purpose. The key message – what is communicated and what the message of the advertising actually is – is then decided to be either inspiring or reaffirming, based on theory on purchase motivation.

To determine how the message is further communicated, theory on message strategy is used, where Rossiter-Percy's dimensions informational versus transformational is used as main framework, which has been elaborated upon to include several sub-dimensions, derived from cognitive message strategy theory and brand- versus user-image theory. To further strengthen the strategic content analysis, theory on reasons to believe are used as parameters to outline message supports. Below follows the frameworks and dimensions used and how they were operationalized in the analysis.

3.4.1. Framework for mapping and analysis

Framework	Dimensions	Operationalization
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Advertising Appeal: The direct purpose of the advertising. Does it aim at boosting short-term sales, persuading a certain benefit, emotionally involving the audience with the brand or being remembered through sticking out of the crowd?

Advertising Appeal (direct purpose of ad)	<i>Sales-oriented</i>	A clear sales objective with directly measurable short-term aims. High degree of promotion and call for action.
	<i>Persuasion-oriented</i>	Process of convincing audience of functionality or value.
	<i>Involvement-oriented</i>	lifestyle resonance Portrait of a certain lifestyle in the advertising.
		values resonance Communication of certain values in the advertising.
<i>Salience-oriented</i>	Create salience through highlighting a product being radically different. Or the ad itself.	

Key message: To what purchase motivation is the message of the advertising appealing?

Key Message (type of message)	<i>Inspiring</i>	Positive, intrinsic motivation (values-oriented)
	<i>Reaffirming</i>	Extrinsic or negative motivation (problem-oriented)

3.4.1. Framework for how it is communicated

Framework	Dimensions	Operationalization
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Message Strategy: Is the message conveyed by literally informing about it or is the method used to send the message more emotional?

Message Strategy	<i>Informational</i>	comparative advertising Compares to competing brands.
		Unique selling proposition Property unique for the brand in focus.
		pre-emptive Superior attribute without comparison communicated.
		hyperbole Exaggeration of an attribute's superiority.
		generic Concrete problem-solving abilities in focus, which is shared by competitors.
	<i>Transformational</i>	User image Portrays user's personality - the consumer appears to be the hero in the advertisement.
		Brand image Portrays brand's personality - the brand appears to be the hero in the advertisement.

Reason-To-believe: Assessing main argument of the advertising being rational or emotional is used as a framework to support the message strategy and determine the way the advertising is communicated.

Reason-to-believe	<i>Rational</i>	Technical Supports the product effect through telling why/how it works.
		Social Proof Supports the product effect through showing/stating that other people like it.
		Functional Supports the product effect through focusing on result)
	<i>Emotional</i>	Emotional When you buy/use this brand you will feel___) (e.g. safe in a Volvo)
		Self-expressive When you buy/use this brand you will be___) (e.g. creative and trendy by using Mac)
		Social Belonging When you buy/use this brand you will feel a belonging to___) (e.g. good golfers by playing titleist pro v1)

In the creative content part of the template, Rossiter-Percy's theory on informational versus transformational strategies are also used to categorize type of copy/script and slogan/punch line. It is categorized as informational when the copy or slogan is rational and informative with facts and transformational when it is the opposite and has a more emotional appeal.

4. Analysis of Advertisements

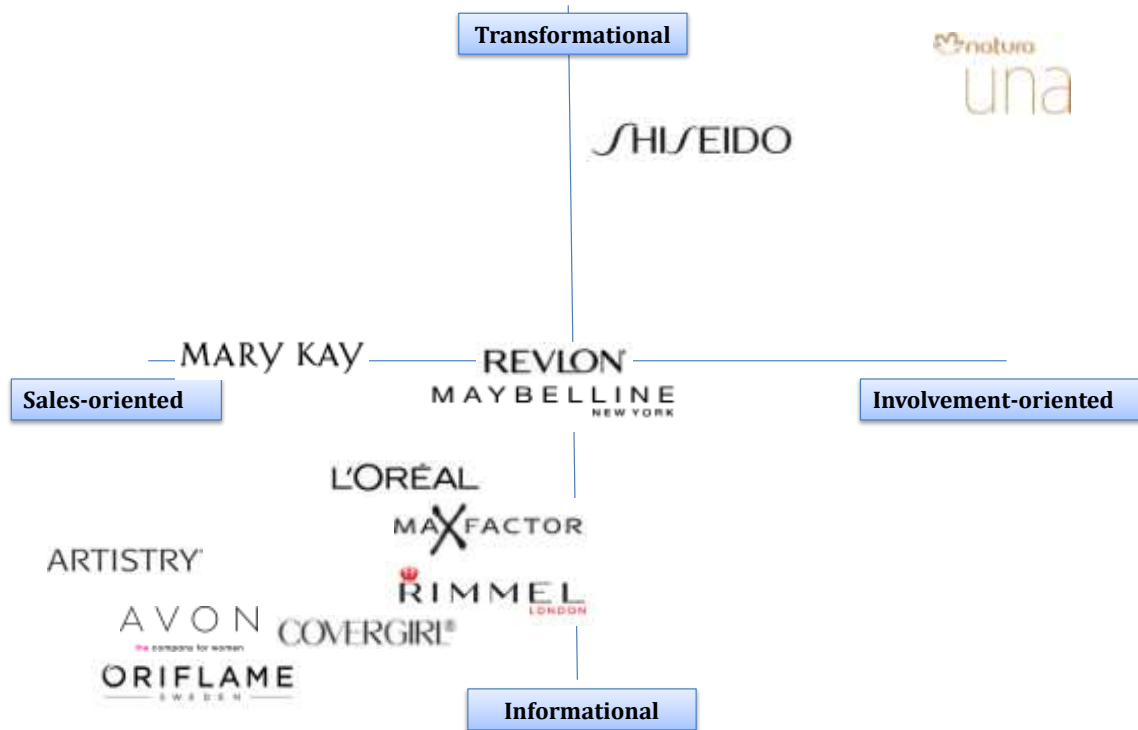
This section will provide an extensive mapping of the studied dimensions and how they are connected. Firstly by connecting advertising appeal to message strategy in order to view how the purpose of the advertisement is connected to the way it is being executed. Secondly, the message strategy is compared with key message to see how the type of message is connected to the way it is communicated. Lastly, different parts of the creative content is explored and compared to the purpose of the advertising in order to further explore and concretize the connection between message and content (purpose and execution). The analysis chapter is divided to start off with color cosmetics, continue with skin care and finish off with comparing the two segments. Each examination includes propositions, which are assumptions based on the findings.

4.2. Color Cosmetics (CCS) Advertising

4.2.1. Strategic Content

Matrix 1. Advertising Appeal & Message Strategy

How purpose of the advertising, with spectra from driving immediate sales to involving the audience emotionally, is connected to message strategy – how the message is communicated. Informational includes a lot of information about the product and its benefits, while transformational aims at evoking an emotion connected to the brand.



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Proposition 1:

SALES-ORIENTED BRANDS ARE MOSTLY INFORMATIONAL.

Product in focus

In color cosmetics (CCS), the majority of advertisement often centers on a specific product and aims at informatively persuading the consumer about the product use and effect, which makes it sales-oriented.

Brand image building

However, for many brands a large effort is put into creating a brand image through images and famous endorsers. Brands like *Maybelline* and *Revlon* have both informative commercials mainly presenting facts about the product, as well as transformational commercials portraying personality or lifestyle of a famous person and barely showing or talking about the specific product at all (used discretely in ad or just shown in the end).

Image and product in one

L'Oréal is a brand that successfully combines informative facts and visuals of the product with a dramatic and sophisticated brand image endorsed by globally famous actresses and singers. Similarly, *Rimmel* portrays the daring, sexy and urbanly active lifestyle of Kate Moss, meanwhile showing off the product and informing about its attributes.

Focus on other things to sell

Covergirl relies even more on the global celebrity to do the trick, where the endorser (mainly Drew Barrymore) is the one that presents and demonstrates the product. *Max Factor*, on the other hand, focuses on the catwalk environment and professional modeling, where the product is seen being used, rather than using any celebrity to communicate their brand image. *Mary Kay* uses a different approach where instead of informing about the products, they focus on showing the convenience and benefit of their make-up box and a wide range of products and colors to experiment with.

Proposition 2:

INVOLVEMENT-ORIENTED BRANDS ARE TRANSFORMATIONAL.

Almost no product communication

The two outsiders are *Shiseido* and *Natura Una* that use an involvement-oriented approach with almost no product communication at all. *Shiseido* completely relies on the sophisticated and luxurious image of Angelina Jolie by herself to transcend over to the brand. *Natura* becomes values-involving by raising the question why we paint our faces and showing the historic and cultural diversity of using color on a face.

ADVERTISING APPEAL AND MESSAGE STRATEGY | Examples

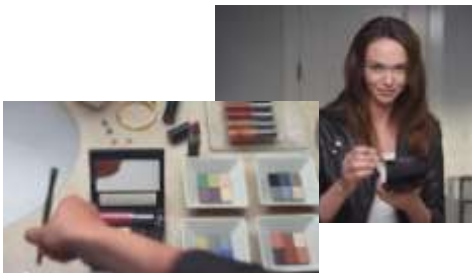
Revlon uses both commercials with **informative** product focus and **transformational** ones with minimal product focus.



Covergirl puts a heavy **focus on the endorser** presenting and demonstrating the product.



Mary Kay uses a different approach by showing the convenience of having an accessible range of products and **colors to experiment with** in their make-up box advertisement.



Involvement-oriented Shiseido relies on the image of Angelina Jolie by herself to transcend over to the brand, while **Natura Una** involves by focusing on why we paint our faces.



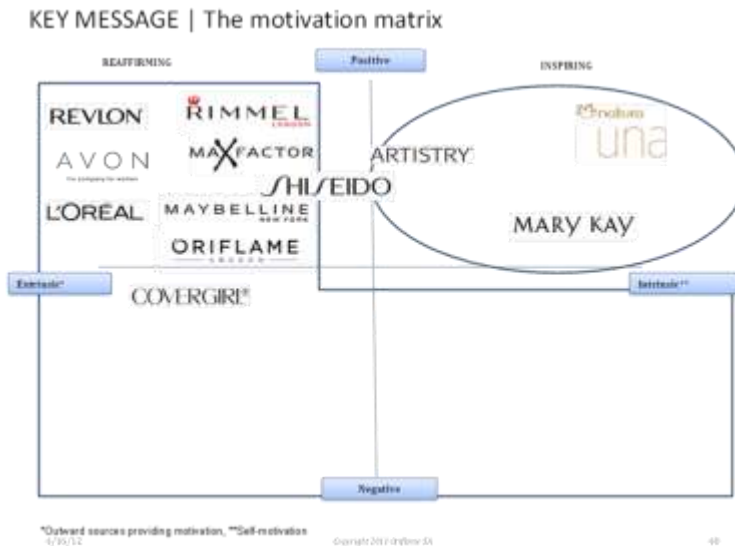
4/16/12

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Matrix 2a. Key Message from the motivation matrix

Key message is derived from the motivation matrix, where a message appealing to a positive motivation coming from the audience's inner set of values (also called intrinsic), is categorized as an inspiring message, while messages based on the remaining three types of motivations are called reaffirming.



Matrix 2b. Key Message & Message Strategy

How key message of what the advertising aims at communicating is connected to message strategy - how the message is communicated. As in Matrix 1, the message strategy is ranging from informational to transformational.



Proposition 3:

REAFFIRMING MESSAGES ARE COMMUNICATED MOSTLY IN AN INFORMATIONAL WAY.

Message centers around beauty ideals

Most brands in color cosmetics advertisement play on the motivation of a better physical appearance, which is a positive extrinsic motivation making the key message reaffirming. Advertisement is often centered on a beauty ideal of e.g. longer lashes or fuller lips. The strategy is informational in the sense that informing about product attributes and effect is central in the advertisement.

Product innovation and functionality as unique selling points

Product innovation as a unique selling point dominates mascara while functional generic benefits such as a wide range of shades or longer lasting lipstick are standard among most brands in lips. Hyperboles (exaggerating an attribute's superiority) are very common in mascara advertisement: Fake lashes are used in most advertisement, dramatizing effects are usual and superlatives like "breathtaking volume" are normal.

Technical reasons to believe

The rational reasons to believe are technical and exceptionally so in mascara advertisement with an overload of statements like "80% longer lashes", "70% more curl", "5 times volume for 12 hours" and "spoon flare brush and flex-hold formula". Demonstrating product functionality and effect is standard for both Lips and Mascara advertising and social proof like "72% of 120 women agreed" are common in both.

Emotional reasons to believe

However, emotional reasons to believe, where a certain lifestyle or attitude is portrayed and often endorsed by a celebrity, are also very common in CCS among

brands with reaffirming messages. This adds a self-expressiveness to the brand, where the aim is to tie certain associations to the brand.

Proposition 4:

INSPIRING MESSAGES ARE COMMUNICATED MOSTLY IN A TRANSFORMATIONAL WAY.

The brand is the hero and user enabler

Inspiring messages, on the other hand, aims at appealing to our inner, positive motivation and thus an emotional connection is crucial. This is very rare in color cosmetics, but Natura Una and Mary Kay are examples that inspire. Both brands position themselves as "user enablers" (the brand being the hero): Mary Kay enabling the user to experiment and "find your way to beautiful" and Natura Una stating that "Natura is the best way to express yourself".

An inspiring message, but an informational strategy

Even though the key message is inspiring, the advertising can still be informative, which is the case of Artistry. The message "true beauty comes from within" is inspiring, but their advertising is very much focused on presenting the products and the endorser recommending them. Downside with this approach seems to be that it is more challenging to be believable and for the message to get through.

KEY MESSAGE AND MESSAGE STRATEGY | Examples

Maybelline with a new kind of brush and a wide range of lipstick shades that lasts. **Product innovation is the informational selling point** most brands compete on within mascara, while color range and quality of color dominates lips.



Technical and social proof is commonly used rational reasons to believe, especially for mascara, as seen for *Covergirl* below.



Reaffirming brands commonly also use **emotional reasons to believe**. Here *Rimmel* says daring, urban, active through Kate Moss (left), while *L'Oréal* use Jennifer Lopez to convey more of a sophisticated image (right).



Inspiring messages are rare in color cosmetics. *Mary Kay* enables the consumer to experiment and "find your way to beautiful" (left), while *Natura* is the best way to express yourself" (right)



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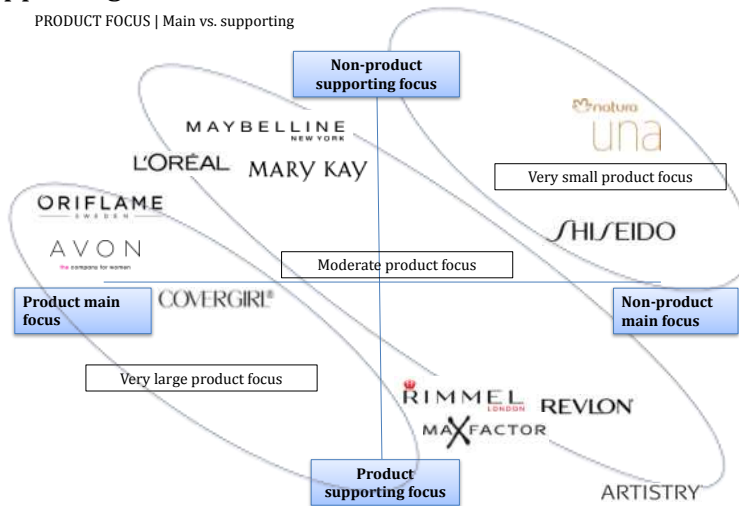
94

4.2.2. Creative Content

Matrix 3a. Product Focus

How the product is visually and verbally displayed in the advertising's main and supporting focus.

PRODUCT FOCUS | Main vs. supporting



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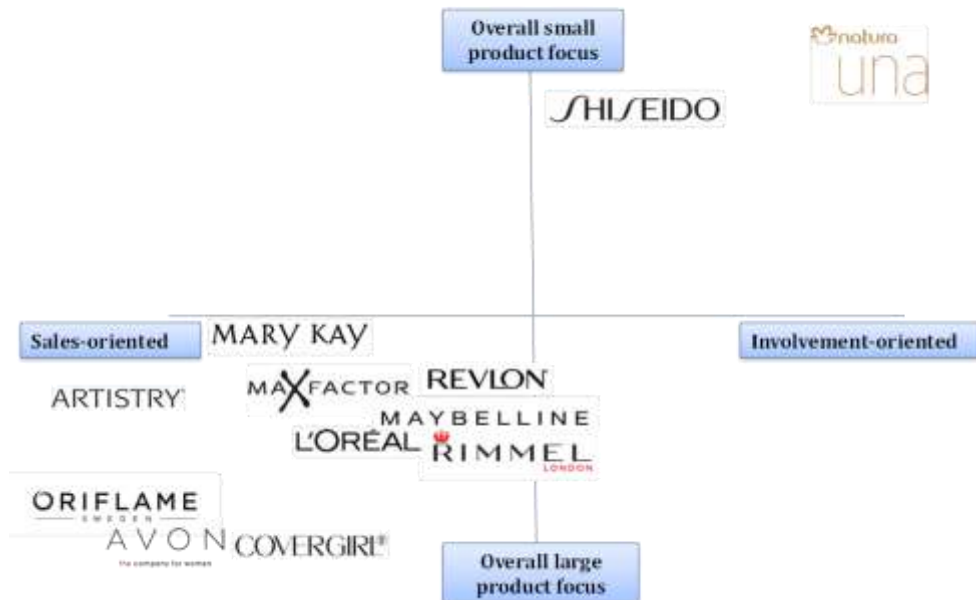
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Matrix 3b. Product Focus and Advertising Appeal

How level of overall product focus is connected to the purpose of the advertising, advertising appeal as explained in Matrix 1.

PRODUCT FOCUS AND ADVERTISING APPEAL | Matrix



Proposition 5:

SALES-ORIENTED BRANDS HAVE A LARGE OR MODERATE PRODUCT FOCUS IN THEIR ADVERTISEMENT.

Main focus on product

Brands in CCS differ a bit in product visual, where the dominating sales-oriented brands have an overall moderately large product focus. Avon and Covergirl are two brands with a slightly larger product focus than the rest, where full focus is put on the product attributes and less attention is given to the endorser's lifestyle. It is common like L'Oréal and Maybelline to have a main focus on the product and its attributes, supported by celebrities and lifestyles.

Main focus on lifestyle or scenario

The other way is like Rimmel and Max Factor to have a main focus on portraying a lifestyle or scenario, with the product as the additional focus. The difference could be border-line and the mix of product and non-product focus is similar.

Proposition 6:

INVOLVEMENT-ORIENTED BRANDS HAVE A SMALL PRODUCT FOCUS IN THEIR ADVERTISEMENT.

Product is only shown or mentioned in the end

In CCS there is just Natura Una and Shiseido that can be considered having a small product focus. Natura Una directs the attention to the story of using make-up, while Shiseido lays all eyes on Angelina Jolie, where the product is only shown briefly towards the end in both.

PRODUCT FOCUS | Examples

Maybelline commonly highlights the product, while endorsers are used for secondary image support.



Max Factor's main focus lies on portraying the professional life of a working model, where the product is used and presented in relation to displaying the back stage life.



Covergirl has a larger product focus, since the endorser is used for presenting and demonstrating the product, rather than creating and transcending other associations.

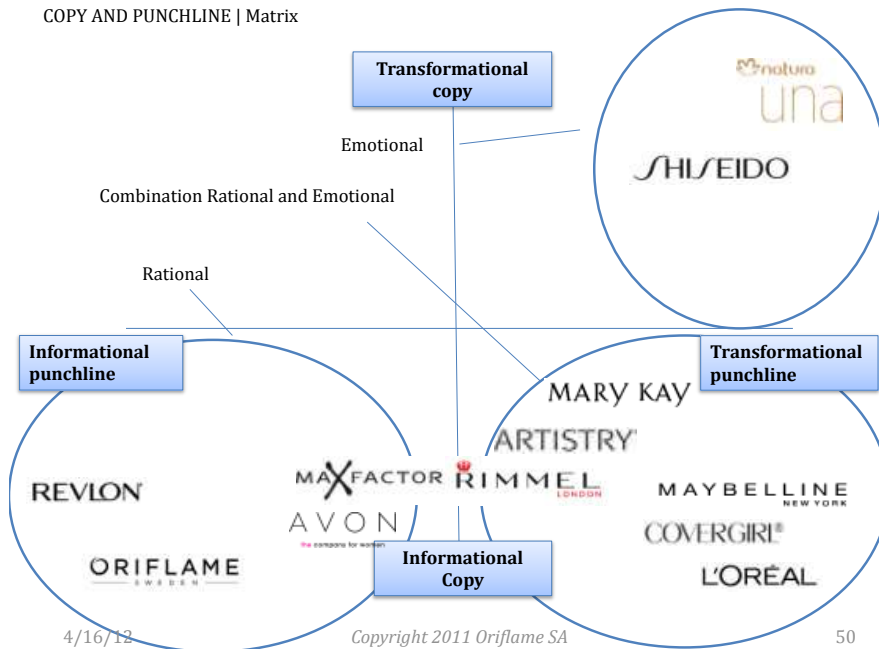


Shiseido and Natura Una are the two brands with small product focus, where the product is only shown briefly towards the end (often as ending frame).



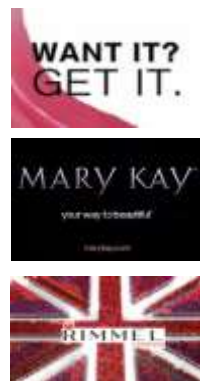
Matrix 4. Copy & Punch line

How verbal communication connects to the brand's or campaign's slogan or punchline. As explained in chapter 3.4.1. 'Framework for how it is communicated', copy and punch line has been spread over a spectra of either aiming to inform about the product (informational) or to evoke and connect an emotion to the brand (transformational).



PUNCHLINE | Examples

AVON:	"Only Avon's got it. Want it? Get it. Call... ", "Hello Tomorrow"
Artistry:	N/A ("true beauty comes from within")
Covergirl:	"Easy, breezy, beautiful Covergirl"
L'Oréal:	"Because you're worth it"
Mary Kay:	"Find your way to beautiful at marykay.com"
Maybelline:	"Maybe she's born with it, maybe it's Maybelline"
Max Factor:	"The make-up of make-up artists"
Natura:	"Bem estar bem" (=well being well)
Una:	"The best expression of yourself"
Revlon:	"New Revlon xxx"
Rimmel:	"Get the London look"
Shiseido:	"Shiseido"



Other creative content

DARK BACKGROUNDS WITH PRODUCT **COLOR**

70% of the brands use dark colors and backgrounds, with the theme color of the ad being in line with the color of the product, rather than the brands that are relatively colorless. Exceptions to the dark color standard are Artistry, Covergirl and Shiseido that use bright backgrounds, but still mix in the color of the product advertised.

STUDIO/OUTDOOR **SETTING** AND TEXT

A studio setting is most common, closely followed by outdoor settings. A frequently used visual is stating rational reasons to believe in text.

PROMINENT **LOGO** IN BEGINNING AND END

Most brands have a very prominent display of the logo, where it is most commonly shown either full-screen or together with the model/endorser in the beginning as well as in the end. It is also common in CCS that the logo is shown several times within the ad.

FAST POP **MUSIC**

Fast-paced and energetic pop music dominates the audio in CCS. Among the exceptions are Avon's mascara commercials and Shiseido. For mascara Shiseido has a Spanish tango tune and for lips a soft French singer. Natura Una starts off with dramatic drums and then transcends over into an opera singer.

FEMALE, STRONG, EXTERNAL **VOICE**

1/4 of the brands use male external presenters, the rest are female, but more or less all brands use an external voice (only exceptions are Artistry and Covergirl). It is rare that the model/endorser speaks, but very common that they demonstrate the product through using it. 85% use a fast or strong external presenter voice.

OTHER CREATIVE CONTENT | Examples

Maybelline is one of the many brands using very dark colors and black backgrounds in combination with the color of the product.



The use of text to state rational reasons to believe is very common in CCS. Examples below include L'Oréal (upper left), Maybelline (right) and Covergirl (lower left).



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Both studio and outdoor settings are common in CCS advertisement, as demonstrated in this Maybelline ad.



That the endorser speaks in CCS advertisement is rare, instead the product is often demonstrated through usage, as shown here in ads from L'Oréal.



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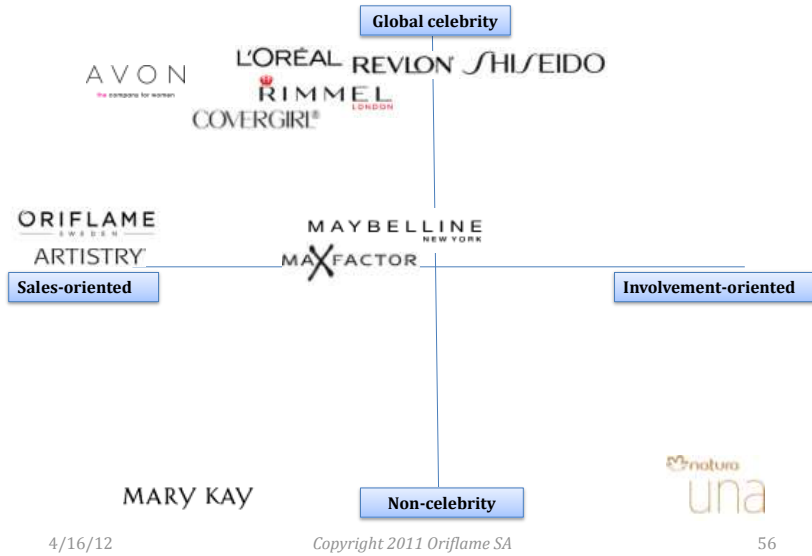
54

4.2.3. Celebrity endorsement

Matrix 5a. Celebrity Endorsement and Advertising Appeal

How level of fame for the endorsing celebrity is connected to purpose of the advertising, advertising appeal as explained in Matrix 1.

ENDORSEMENT | Degree of fame matrix










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ENDORSEMENT | List of celebrities

AVON	Reese Witherspoon			
ARTISTRY	Miss America			
COVERGIRL®	Drew Barrymore, Rihanna, Queen Latifah, Taylor Swift			
L'ORÉAL	Gwen Stefani, Beyoncé, Scarlett Johansen, Jennifer Lopez, Eva Longoria			
MAYBELLINE NEW YORK	Penelope Cruz			
MAXFACTOR	Adriana Lima, Kemp Muhl,			
ORIFLAME SWEDEN	Carmen Kass, Emma Maclaren			
REVLON	Maksim, Dima Bilan			
RIMMEL LONDON	Jessica Alba, Jessica Biel, Jennifer Connelly, Julianne Moore			
SHISEIDO	Kate Moss, Sophie Ellis-Bextor, Lily Cole, and Ayumi Hamasaki			
	Angelina Jolie			

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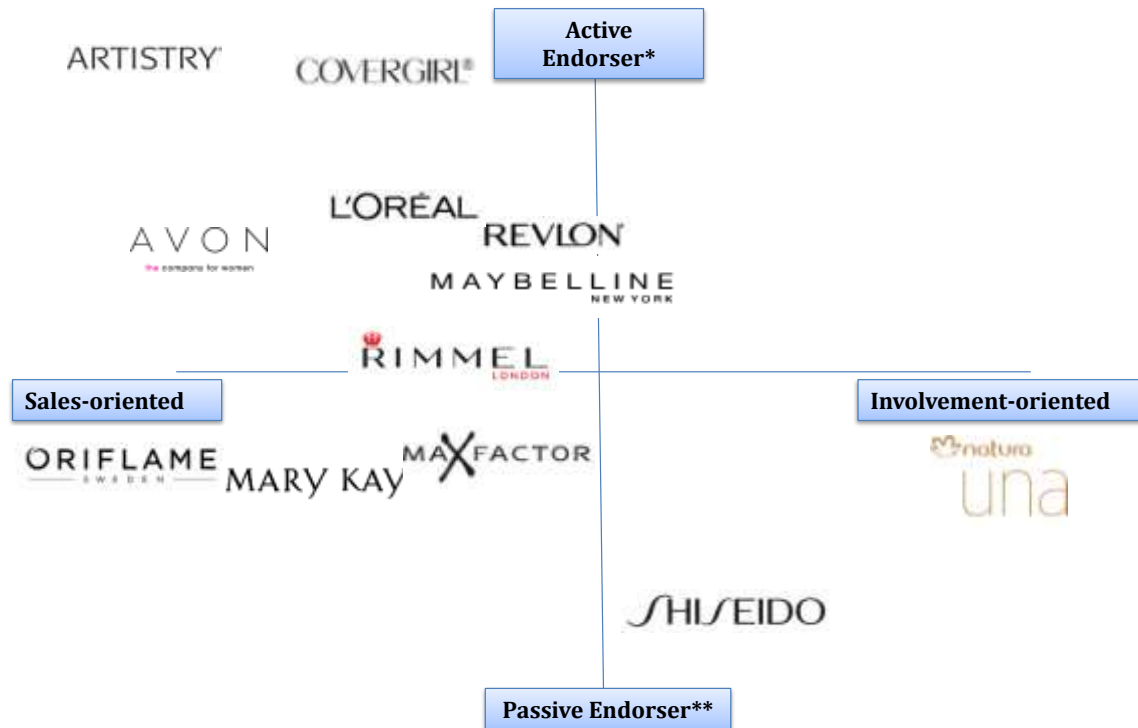
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Matrix 5b. Celebrity Endorsement and Advertising Appeal

How the endorser's interaction with the product, ranging from passive - no distinct connection to the product, to active - interactively using or holding the product.

ENDORSEMENT | Use of endorser matrix



*High interaction with the product **Low interaction with the product

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Proposition 7:

SALES ORIENTED BRANDS USE MORE FAMOUS ENDORSERS
WHILE INVOLVEMENT ORIENTED DON'T USE MODELS AT ALL.

The degree of famous celebrities used as endorsers in CCS is high. **Half of the brands use global celebrities** and the rest, except for involvement-oriented Natura Una and Mary Kay, use somewhat glocal celebrities in their advertisement. Among global celebrities, big Hollywood stars are dominating, but pop stars are becoming increasingly popular (Gwen Stefani and Beyoncé for L'Oréal and Rihanna and Taylor Swift for Covergirl). Max Factor and Maybelline are two brands with a different approach, using big names within professional modeling.

Proposition 8:

SALES ORIENTED BRANDS USE ENDORSER IN A MORE ACTIVE WAY, SHOWN USING THE PRODUCT.

Artistry and Covergirl have the most active endorsers in the sense that they are the ones presenting and demonstrating the product. The majority of the brands has moderately active endorsers in the sense that **they are using and wearing the product in the advertisement, but are not speaking** or presenting the product themselves. The involvement-oriented brands Shiseido and Natura Una have passive endorsers with limited interaction with the product.

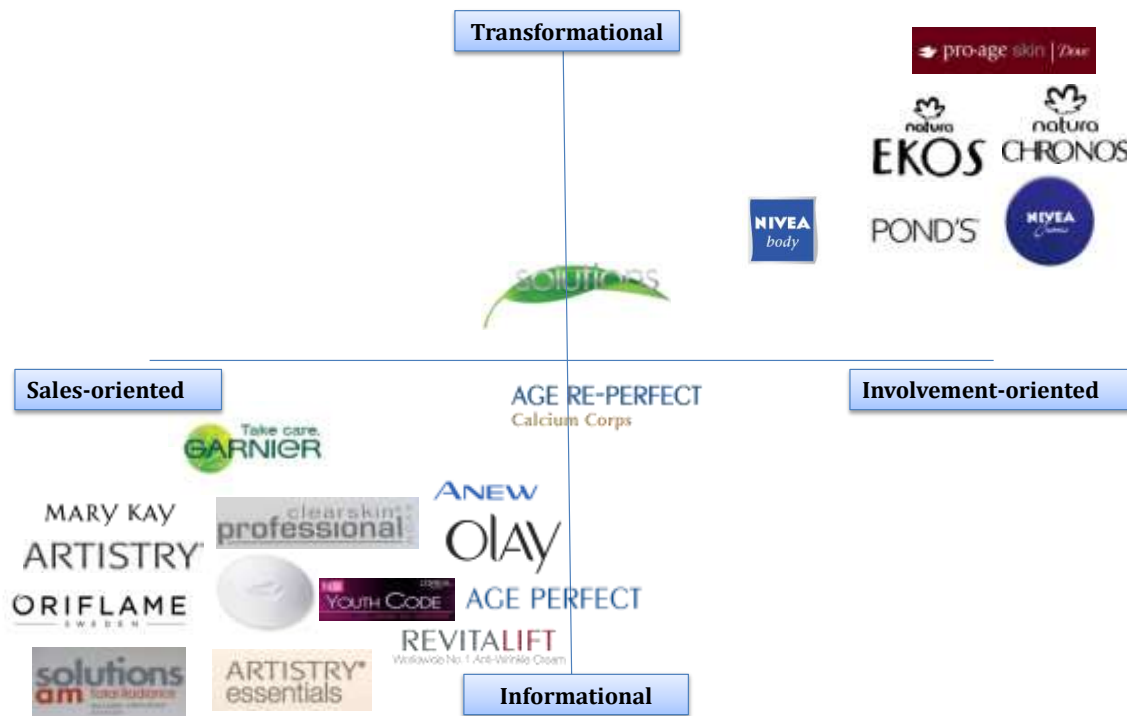
4.3. Skin Care (SKC) Advertising

4.3.1. Strategic Content

Matrix 6. Advertising Appeal & Message Strategy

How purpose of the advertising, with spectra from driving immediate sales to involving the audience emotionally, is connected to message strategy – how the message is communicated. Informational includes a lot of information about the product and its benefits, while transformational aims at evoking an emotion connected to the brand.

APPEAL AND STRATEGY | Matrix



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Proposition 9:

MOST SALES-ORIENTED BRANDS USE AN INFORMATIONAL STRATATEGY.

Large product focus and centering around end effect

By having a large product focus and often including a call for action in their communication (mostly direct selling companies), brands like Avon, Garnier and L'Oréal are very sales-oriented. These brands have an informational message strategy aiming at persuading the consumers by facts and information. The communication centers on a generic problem-solving ability and unique selling points are put in focus, such as e.g. Olay's total effects fighting all 7 signs of aging or Garnier using natural extracts in their products.

Technical reasons to believe and social proof

Reasons to believe are rational and often very technical, including specific technology, patents and working ingredients. L'Oréal frequently exercises technical support through copy such as e.g. "patented progen technology" and "enriched with ProRetinol and ProFirmyl". Social Proof is another commonly used support for these brands, with exclamations such as "millions of women are already a part of it" (Mary Kay) or "95% of women saw real wrinkle reduction" (Garnier).

Proposition 10:

MOST INVOLVEMENT-ORIENTED BRANDS USE A TRANSFORMATIONAL STRATATEGY.

Involvement through lifestyle or values resonance

For involvement-oriented brands, on the other hand, the product is never the main focus, the aim of the advertising is instead to tell a story or portray a scenario. Their goal is to persuade the consumers by resonating with a lifestyle or certain values. Examples of this include Natura Ekos communicating the power of a lifestyle in harmony with nature and Dove Pro Age challenging society's beauty ideals by stating that beauty has no age limit and that you are beautiful as you are.

User-oriented transformational strategies

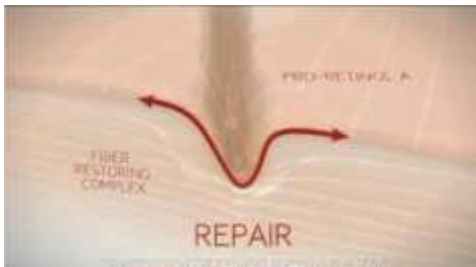
Involvement-oriented communication centers on either the user or brand image, the former being most common. Natura Chronos aims at celebrating the user's individuality and personality through campaigns stating that "there is no right age to be yourself" and "every face has a story". Pond's on the other hand centers around the brand being the hero and miracle-maker, communicating that with Pond's you will be more desirable by men and your husband will treat you better, involving the consumer through portraying romantic stories and scenarios.

Emotional reasons to believe and social belonging

Reasons to believe are mainly emotional and pushing on social belonging is a common support here. Examples of this include Dove's "movement for self-esteem", making the user a member of a good cause, and Nivea Crème's appealing association to the happy and harmonic feeling of belonging to a family.

APPEAL AND STRATEGY | Examples

Sales-oriented L'Oréal persuading through technical facts



Sales-oriented Mary Kay supporting message by social proof



Involvement-oriented Pond's portrays the brand as the miracle-maker



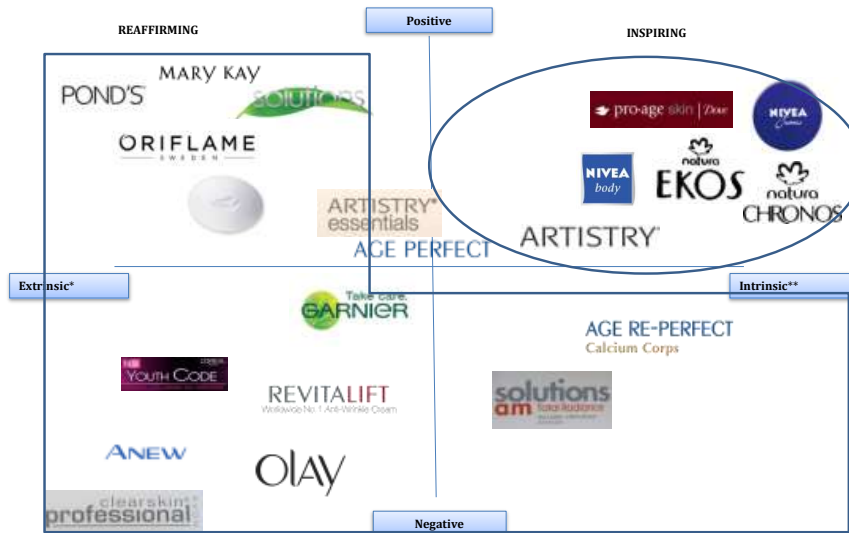
Involvement-oriented Nivea Creme ties the happy feeling of socially belonging to a family with the brand



Matrix 7a. Key message from the motivation matrix

Key message is derived from the motivation matrix, where a message appealing to a positive motivation coming from the audience's inner set of values (also called intrinsic), is categorized as an inspiring message, while messages based on the remaining three types of motivations are called reaffirming.

KEY MESSAGE | The motivation matrix



*Outward sources providing motivation, **Self-motivation
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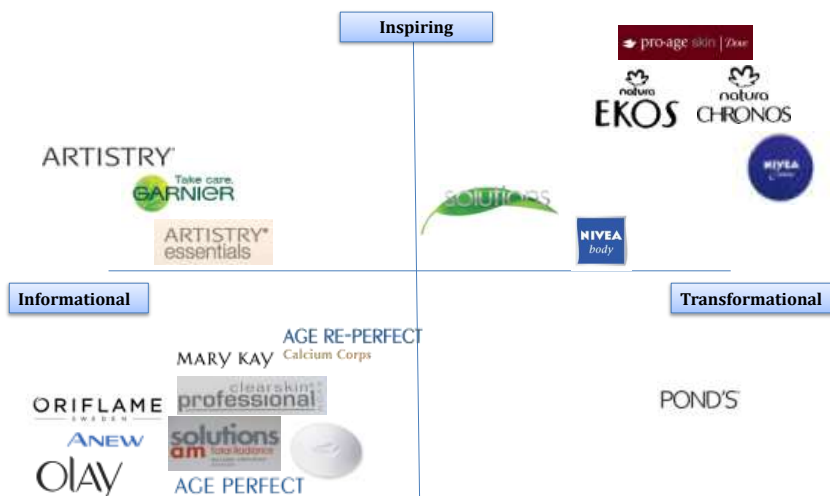
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Matrix 7b. Key message and Message Strategy

How key message of what the advertising aims at communicating is connected to message strategy - how the message is communicated. As in Matrix 6, the message strategy is ranging from informational to transformational.

KEY MESSAGE AND ADVERTISING APPEAL | Matrix



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Proposition 11:

REAFFIRMING MESSAGES ARE COMMUNICATED MOSTLY IN AN INFORMATIONAL WAY.

Reaffirming messages that often centers around an existing problem

Avon Anew has, like most anti-aging advertisements that dominate the category, a reaffirming message since it plays on the negative motivation of your skin aging. Advertisement with reaffirming messages is often centered on a practical problem and thus clearly informing about the solution and backing it with facts seems to be the popular approach. Avon Clearskin is another reaffirming message example of a brand aiming to provide a practical solution for the practical problem of acne.

Reaffirming message with transformational strategy

The only exception is Pond's that uses a very transformational and emotional appeal by portraying a scenario and telling a story, but the targeted consumer motivation is extrinsic since it communicates that with Pond's men will treat you better since they will be more attracted to you, making the message reaffirming.

Proposition 12:

INSPIRING MESSAGES ARE COMMUNICATED MOSTLY IN A TRANSFORMATIONAL WAY.

When appealing to our inner positive motivation, an emotional connection is established

Inspiring messages, on the other hand, aims at appealing to our inner, positive motivation and thus brands aim at establishing an emotional connection. Successful brands include Nivea, Natura and Dove, all focusing on the user's inner values and emotions such as harmony and happiness.

Inspiring message and informational strategy

Even though the key message is inspiring, the advertising can still be informative. An example is Artistry with the message that true beauty comes from within, but their advertising is very much focused on presenting the products and on the endorser recommending them. Downside with this approach seems to be that it is more challenging to be believable and for the message to get through. Garnier is a brand that seems to manage to match the inspiring message of natural ingredients being the working ingredient for the product with the informative strategy of delivering facts about the product and the ingredients.

KEY MESSAGE | Examples

Avon Anew's **reaffirming message** of reducing skin aging



Avon Clearskin's **informative approach** giving a reaffirming practical solution for a practical problem



Dove's **inspiring message** of feeling good about your skin and being beautiful as you are



Garnier manages to match a somewhat **inspiring message** of natural extracts being a powerful ingredient with presenting **informative facts** about the product.



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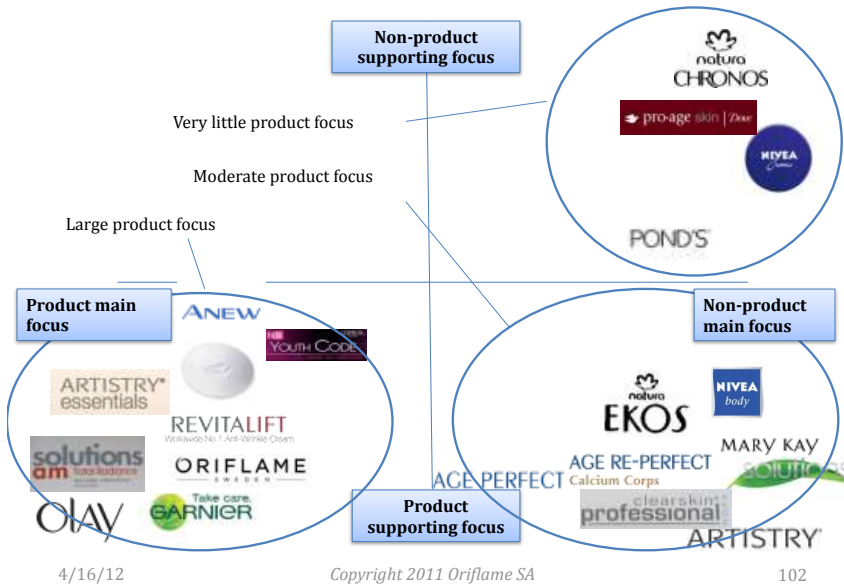
100

4.3.2. Creative content

Matrix 8a. Product Focus

How the product is visually and verbally displayed in the advertising's main and supporting focus.

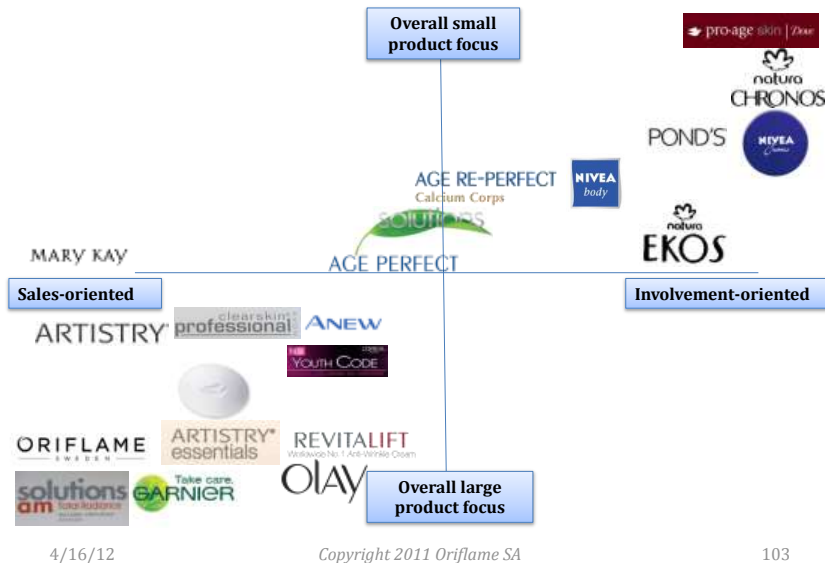
PRODUCT FOCUS | Main vs. supporting



Matrix 8b. Product Focus and Advertising Appeal

How level of overall product focus is connected to the purpose of the advertising, advertising appeal as explained in Matrix 6.

PRODUCT FOCUS AND ADVERTISING APPEAL | Matrix



Proposition 13:

SALES-ORIENTED BRANDS HAVE A LARGE OR MODERATE PRODUCT FOCUS.

Large product focus

Brands like Garnier or Olay build their visuals very much around the product and its attributes. It is rather normal for these brands to have many pack-shots and elaborate graphically around ingredients (Garnier) or effects (Olay) of the product.

Moderate product focus

Avon clearskin is an example of a sales-oriented brand with slightly smaller product focus in its visuals. Instead, the advertisement centers on the problem of bad skin and presents the product as the solution. Mary Kay is another sales-oriented brand example where instead of visually showing the products, the majority of the advert is solely a screen of graphics and text moving around.

Proposition 14:

INVOLVEMENT-ORIENTED BRANDS HAVE A SMALL PRODUCT FOCUS.

User related visuals to convey message

For involvement-oriented brands like Dove Pro Age and Natura Chronos, the story is about the user rather than the product and thus, the visual focus lies on portraying normal individuals as support to convey the often inspiring message. Brands like Natura Ekos have more product and ingredients visuals since the product itself (being made from natural Amazonian ingredients) is part of the involvement.

PRODUCT FOCUS | Examples

Olay has a **large product focus** with many pack-shots communicating the attributes and effects of the product



Mary Kay is a sales-oriented brand that commonly use only graphics and very **little product visuals** in their advertisement



Natura Chronos builds the story around the user and thus focus lies on people with **minimal product visuals**



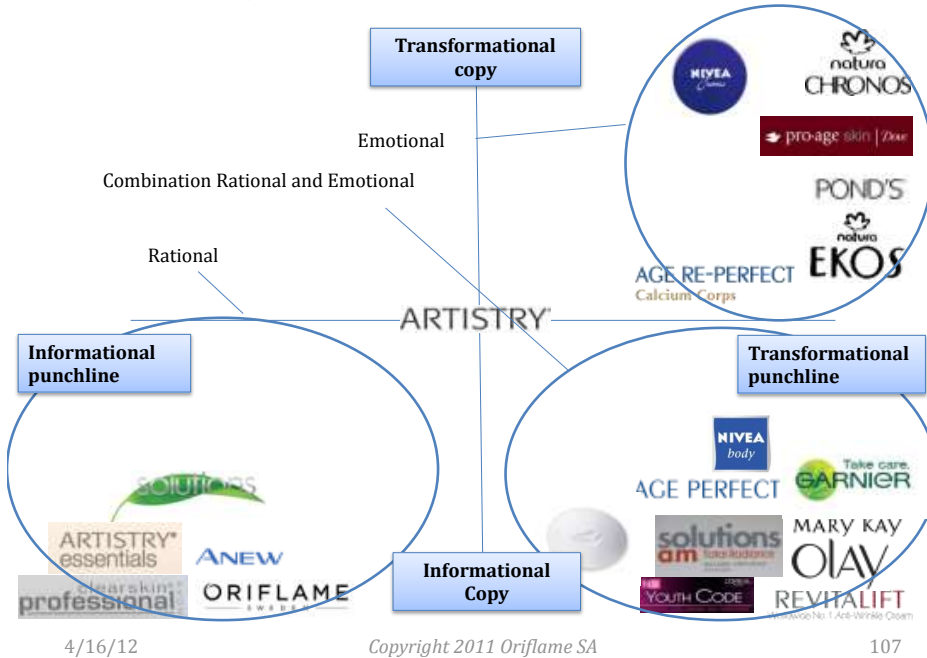
Natura Ekos involves through telling the story of Amazonas and the power of living in harmony with nature, but still **centers around the product** since it is part of the story.



Matrix 9. Copy & Punch line

How verbal communication connects to the brand's or campaign's slogan or punchline. As explained in chapter 3.4.1. 'Framework for how it is communicated', copy and punch line has been spread over a spectra of either aiming to inform about the product (informational) or to evoke and connect an emotion to the brand (transformational).

COPY AND PUNCHLINE | Matrix



PUNCHLINE | Examples

AVON Anew: "call ### or go to avon.com to find your representative today"
 AVON Solutions: "Hello Tomorrow"
 AVON Solutions (new): "Want it? Get it. Call..."
 AVON clearskin: "Use Clearskin, for great skin"
 Artistry: N/A ("true beauty comes from within")
 Dove Pro Age: "Beauty has no age limit"
 Garnier: "Take Care"
 L'Oréal Youth Code: "because you're worth it"
 L'Oréal (all other): "we're worth it"
 Mary Kay: "Find your way to beautiful at marykay.com"
 Nivea: "Beauty is [...]", "Touch and be touched",
 "100 years of skin care for life" (new)
 Natura: "Bem estar bem" (=well being well)
 Ekos: "take care of yourself, take care of the planet"
 Chronos: "There is no right age to be yourself" (old),
 "every face has a story" (new)
 Olay: "Love the skin you're in" (old), "challenge what's possible" (new)
 Pond's: "Miracles happen"



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Other creative content

BRIGHT BACKGROUNDS WITH BRAND/PRODUCT COLOR

80% of the brands use bright colors and backgrounds, with the theme color of the ad being in line with the brand or product colors. Prominent examples include Nivea using natural white and blue, Garnier using light-green, Olay Total Effects with their golden beige and Mary Kay with their light pink. Exceptions to the bright color standard are masstige anti-aging brands Avon Anew, L'Oréal Youth Code, Pond's and Olay Regenerist that use black backgrounds, but still mix in the color of the product advertised.

STUDIO AND OUTDOOR SETTING AND GRAPHICS

A studio setting is most common for sales-oriented brands, but outdoor or home settings also exist. A frequently used visual for these brands is various forms of digital graphics illustrating product ingredients, formula and effect. For involvement-oriented brands an outdoor or home setting is most common and graphics are not used.

PROMINENT LOGO IN BEGINNING AND END

Most brands have a prominent display of the logo, where it is showed either full-screen or together with product pack-shot in the beginning as well as in the end.

SLOW AND FAST MUSIC

Sales-oriented brands tend to use high-tempo music with electronic energizing beats in the background. Exceptions include L'Oréal and Olay that use very low-volume background beats or no music at all. Involvement-oriented brands on the other hand often use slow-tempo tunes, where the music is also more prominent and in focus. Especially for Nivea who use musicians and their songs as an integrated part of their advertisement.

FEMALE, SOFT AND STRONG, EXTERNAL VOICE

Almost 1/3 of the brands occasionally use male external presenters, the rest are female, but more or less all brands use an external voice. It is however common that the endorser speaks in combination with the presenter. Sales-oriented brands tend to use a stronger voice talking more rapidly, while involvement-oriented brands use a soft, slow voice.

OTHER CREATIVE CONTENT | Examples

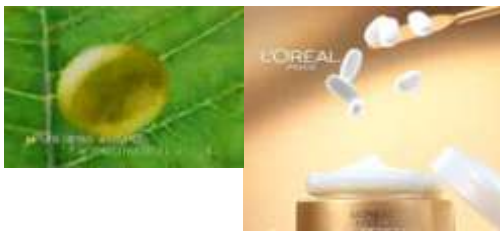
*Nivea seems to have the same kind of **natural blueish light**, colors in line with brand and product colors, in their advertisement.*



Studio settings are common like for Avon Clearskin (left), but home and outdoor settings are still used frequently like for L'Oréal Age Perfect (right).



*Garnier (left) and L'Oréal (right) use **graphics to illustrate product ingredients**.*



*Natura Chronos display **a full-screen logo** as opening frame and a similar one as ending frame.*

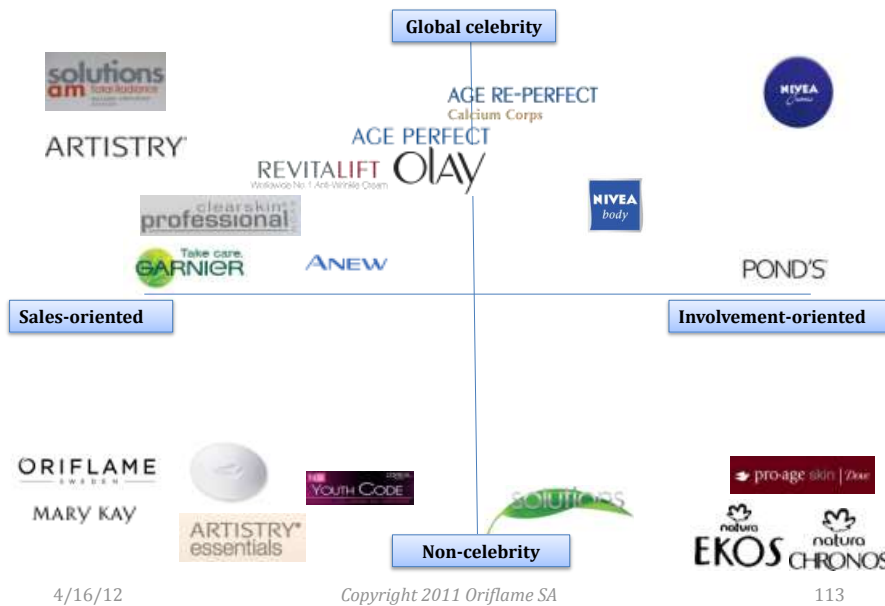


4.3.3. Celebrity endorsement

Matrix 10a. Celebrity Endorsement and Advertising Appeal

How level of fame for the endorsing celebrity is connected to purpose of the advertising, advertising appeal as explained in Matrix 6.

ENDORSEMENT | Degree of fame matrix



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ENDORSEMENT | List of celebrities

	Reese Witherspoon		
	Miss Universe 2009		
	Miss America (every year) and Sandra Bullock		
	Natasha Bedingfeld, Gisele Bunchen, (Rihanna tour sponsorship)		
	Rachel Weisz, Andie MacDowell		
	Diane Keaton		
	Jane Fonda		
	Carrie Underwood		
	Monica Belucci		

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Matrix 10b. Celebrity Endorsement and Advertising Appeal

How the endorser's interaction with the product, ranging from passive - no distinct connection to the product, to active - interactively using or holding the product.

ENDORSEMENT | Use of endorser matrix



Proposition 15:

SALES ORIENTED BRANDS USE MORE FAMOUS ENDORSERS

WHILE MANY INVOLVEMENT ORIENTED DON'T USE MODELS AT ALL.

Global actresses and musicians vs. regular people

Around 1/4 of the brands in SKC use global celebrities where actresses are dominating, but pop stars are becoming increasingly popular. Nivea has been cooperating with musicians for some time, often presenting their music in the advertisement but also using them as endorsers (Natasha Bedingfeld). Nivea newly initiated a large brand ambassador agreement with singer Rihanna for their 100th anniversary and Olay recently signed with former American Idol and platina-selling Carrie Underwood. It is common among Involvement-oriented brands to use regular people (not the typical model), but there are also plenty of sales-oriented brands using regular models.

Proposition 16:

SALES ORIENTED BRANDS USE ENDORSER IN A MORE ACTIVE WAY.

Endorser speaks and presents the product

Most of the sales-oriented brands and almost half of all the brands in SKC have very active endorsers, where it is common that the endorser presents and demonstrates the product by talking into the camera. Involvement-oriented brands, on the other hand, have mostly very passive endorsers mainly used to portray a scenario or a story.

4.4. SKC vs. CCS

4.4.1. Strategic Content

Proposition 17:

CCS BRANDS HAVE MORE SIMILAR MESSAGE AND STRATEGY, WHILE IN SKC THEY DIFFER MORE.

Type of reaffirming message differ more in SKC than in CCS

SKC and especially CCS mostly have reaffirming messages, but while more or less all reaffirming brands in CCS derive from a positive extrinsic motivation, the spread in SKC is much wider with messages deriving from all kinds of motivation. Examples include most anti-aging creams (a majority of SKC) hitting the negative motivation of aging skin, Pond's play on the fact that their product will make you more attractive for men pushing the positive extrinsic motivation and old Avon solutions offers convenience which is based in the negative intrinsic motivation of a personal problem.

CCS strategies are much more similar than SKC strategies

While SKC has a broad variety of appeals, where involvement-oriented brands with transformational strategies are rather common, CCS is a much more monotone advertising market dominated by sales-oriented brands being more similar in their communication. L'Oréal, Rimmel, Covergirl, Revlon and Maybelline all have very similar strategies focusing on product innovation as the unique selling point and communicate it through often very technical reasons to believe, backed up by celebrity endorsement giving an emotional appeal. Also Avon and Oriflame apply a similar kind of strategy.

Proposition 18:

CCS BRANDS EMPLOY EMOTIONAL REASONS-TO-BELIEVE, WHILE SKC BRANDS USE MORE RATIONAL REASONS-TO-BELIEVE.

CCS is more emotional than SKC

However, sales-oriented brands in CCS are more image centered than in SKC and employ emotional reasons to believe in addition to their rational ones. These often consist of a celebrity endorser portraying a certain lifestyle or transmitting certain emotions, like e.g. Rimmel using Kate Moss to tie values such as active, playful and daring to the brand. Most of the sales-oriented brands in SKC, on the other hand, have a purely informational strategy focusing more on the product and less on the endorser/model, which is a big focus in CCS. Brands in SKC are also slightly more technical in their advertisement, although both categories (especially mascara in CCS) are technical.

4.4.2. Creative Content

SKC has brighter colors that are also in line with brand colors

While most brands in SKC display bright backgrounds, most brands in CCS use darker backgrounds (especially mascara). SKC advertisement often has a color theme in line with brand colors while CCS, often lacking prominent brand colors, has colors in line with the color of the specific product. Examples of this include Garnier and Nivea using their colors light green and blue as a theme color in their advertisement, while e.g. Covergirl use the color of the product as a prominent color in that specific advertisement.

CCS has more studio settings, use text and numbers and have a slightly more prominent logo

Studio and outdoor settings are common in both, but home settings are also apparent in SKC. In CCS text and numbers are regularly used to demonstrate rational reasons to believe, especially for Covergirl and Maybelline with statements such as 12X more volume, 12 hour hold or 44 different shades. While SKC rely more on graphic illustrations to do the trick. Garnier, L'Oréal and Oriflame are all heavy users of graphics including DNA-strings, ingredient demonstrations and showing the product's effect on a graphic illustration of skin. The logotype is prominent in both categories, but is often larger or appears more times in CCS advertisement.

CCS has more global celebrity endorsement, but they are less active than in SKC

While degree of celebrity for endorsement varies wildly in SKC and only a few use global celebrities, most brands in CCS use globally famous movie or musician celebrities to endorse their products. However, brands in SKC have more active endorsers presenting the product, while most endorsers in CCS never speak, they are merely used to create an image but are however often seen applying the product.

CCS play pop music and have strong fast-speaking voices

Even music varies more within SKC where both slow-tempo and fast-pace beats are common, while a majority of brands in CCS play energetic pop music. When it comes to speaking, the portion of male voices is higher in SKC (1/3) than in CCS (1/4), but an external presenter is standard in both. However, endorsers are generally more active in SKC since they are speaking in the advertisement and while both strong and soft external voices are common in SKC, strong fast-speaking voices dominate CCS.

4.5. Retail vs. Direct-selling Brands

4.5.1. CCS Advertisement

Proposition 19:

CCS RETAIL BRANDS HAVE VERY SIMILAR STRATEGIES, WHILE DIRECT-SELLING CCS BRANDS HAVE VERY DIFFERENT STRATEGIES.

Retail Brands

Similar strategies and product innovation as unique selling point

All CCS brands in retail are very focused on end result and are appealing to women's positive extrinsic motivation of looking beautiful. L'Oréal, Rimmel, Covergirl, Revlon and Maybelline all have product innovation and uniqueness as their main unique selling points (similar to direct-selling Avon and Oriflame). Max Factor is more focused on end result and is not as technical as the previous mentioned brands.

Global celebrity endorsement is the norm

Shiseido is the real outsider by putting all attention on the endorser and emotionally connect with the audience through her and not the product. While it is rather rare to use celebrities among the direct-selling brands, it is more of a norm in retail brands to have global celebrity endorsement. Only exceptions are Max Factor and Maybelline that use famous supermodels instead of movie or music stars.

Direct-selling Brands

Large spread of different strategies

While most retail brands in CCS have relatively similar strategies, the spread is much larger among direct-selling brands in the category. Avon has a very strong

technical product focus, while Artistry fully relies on the endorser to talk about and recommend the product. Mary Kay portrays the young, independent and curious woman and the convenience of its product for experimenting, while Natura tells the story of painting our face as a means of expressing ourselves and that Natura is the best way to do it. Oriflame has a large focus on the catalogue and uses various lifestyles to convey a sophisticated feeling. However, similar to Avon, Oriflame's unique selling point is product innovation.

Very sales-oriented with calls for action

All direct-selling brands but Natura are very sales-oriented and Mary Kay, Avon, Oriflame and occasionally Natura Una all use some sort of call for action in the end of the advertisement.

From reaffirming to inspiring

While Oriflame and Avon have reaffirming messages and very informational copy and slogans, Artistry aims at inspiring through their "true beauty comes from within" and Mary Kay pushes the individuality and tries to inspire women to be themselves through their slogan "find your way to beautiful". Natura is the most inspiring and emotional brand appealing to our positive intrinsic motivation to "express ourselves".

4.5.2. SKC Advertisement

Proposition 20:

SKC RETAIL BRANDS AND DIRECT-SELLING SKC BRANDS DO NOT DIFFER VERY MUCH IN STRATEGY.

Small differences between direct-selling and retail in SKC

Unlike in the case of CCS, there are not as big differences between direct-selling brands and retail brands in SKC. The advertising market is very scattered and most

strategies are used by both types. Both have brands with inspiring and reaffirming messages, where retail brands Nivea and Dove Pro Age inspires just as much as direct-selling Natura. Similarly, product focus is as large for direct-selling Avon as it is for retail brand Garnier and as small for Dove Pro Age as it is for Natura Chronos. Both categories use global celebrity endorsements with e.g. Reese Witherspoon for Avon and Jane Fonda for L'Oréal, and they are similarly actively endorsing the product. However, retail brands seem to be slightly more transformational than most direct-selling brands.

Proposition 21:

RETAIL BRANDS ARE SLIGHTLY MORE TRANSFORMATIONAL AND DIRECT-SELLING BRANDS ARE SLIGHTLY MORE INFORMATIONAL.

Retail Brands

More retail brands with transformational strategies

While there is more or less only Natura among the direct-selling brands that is truly transformational, retail has Dove Pro Age, Nivea and Pond's employing similar strategies.

Direct-selling Brands

Direct-selling brands are more sales-oriented and call for action

The most sales-oriented brands in SKC are direct-selling brands like Avon, Oriflame, Mary Kay and Artistry. Unlike their advertisement for CCS, brands like Artistry and Mary Kay has a larger product focus and is more rational in their SKC advertisement. Artistry e.g. have more technical TVCs and Mary Kay have a very different approach using digitally produced advertisement and heavily using social proofs as rational reason to believe. Only exception is Natura Ekos and Chronos that

on the contrary have a very involvement-oriented appeal, which is in line with their CCS advertisement.

Only direct-selling brands have both informational copy and punch line

Avon, Oriflame and Artistry Essentials are the only brands in the SKC category having both informational copy and punch lines with slogans like "want it? Get it." or "Use Clearskin, for great skin"(Avon) and "all you need for beauty and more" (Oriflame).

4.6 Analysis Summary

4.6.1 CCS

Most CCS brands are sales-oriented with similar strategies

Brands in color cosmetics are either sales- or involvement-oriented, however the variation of strategy and tactics used in the category is rather small. Very few brands are involvement-oriented and sales-oriented brands are much larger both in ad spending and to the number, which is why they dominate and define the category.

Sales-oriented (4/5)

Reaffirming messages and informational strategies

Sales-oriented brands tend to have reaffirming messages, almost exclusively based on positive extrinsic motivation. Mascara advertisement seems to dominate the category, followed by lipstick/lip-gloss and strategies are very informational. Generic attributes like a large variety of shades and long-lasting color are focus in lipstick/lip-gloss, while product innovation is the unique selling point highlighted in mascara.

Both rational and emotional reasons to believe

Reasons to believe are rational, but also emotional for most brands. Both mascara and lipstick/lip-gloss have a large focus on functionality and end result and both use technical reasons to believe. However, mascara is more technical than lipstick/lip-gloss and even though social proof is a common support for both, it is most prominent in mascara. Both sub-categories are image centered and thus self-expressive emotional reasons to believe are exercised. Due to the high degree of celebrities used, social belonging appears as an additional emotional reason to believe.

Large product focus, informational copy and global moderately active endorsers

The product focus is large, the copy is very informational and the punch line is either informational or transformational. Global film stars are the most common endorsers, but pop stars are becoming increasingly popular and big names in modeling are common. It is rare that endorsers speak in the ad, rather it is common that they demonstrate the product through usage, making endorsers moderately active.

Dark colors in line with product, studio or outdoor settings and text

Dark backgrounds are standard and most brands lack a brand theme color, rather the colors are in line with the color of the product. Studio and outdoor settings are both common and text and numbers are frequently used to demonstrate rational reasons to believe.

Prominent logos, pop music and female strong voices

Most brands have a very prominent logotype being shown both in beginning, end and sometimes also inside the ad. Music is mostly high-tempo dominated by energetic pop music, a female external presenter is standard and a strong and rapid voice is used by almost all brands.

Involvement-oriented (1/5)

Inspiring messages and transformational strategies

The few involvement-oriented brands have more inspiring messages, however Shiseido is still appealing to a positive extrinsic motivation. Strategies are transformational with brand image being the main approach and reasons to believe are emotional.

Small product focus, transformational copy and one global, passive celebrity endorser

The product focus is small and both the copy and punch line are transformational. Natura Una does not use celebrities, while Angelina Jolie is the face of Shiseido, although she has a very passive role in the advertisement.

Dark or bright colors and studio or outdoor settings

Just like with sales-oriented brands, Natura Una uses a dark background, but Shiseido differentiates through a bright, but still colorless background. Studio and outdoor settings are used, but no text or graphics.

Prominent logos, calm music and soft voice

Logotype is prominent being shown both in beginning and end of the ads. In contrary to sales-oriented brands, pop music is not used and music is slower. Additionally, the voice of the external presenter is very soft and slow.

4.6.2. SKC

Most SKC brands are sales-oriented, but spread of different strategies is large

Brands in skin care can be categorized into being either sales- or involvement-oriented and the variation of strategy and tactics used is large. On most matters, the two orientations employ opposite methods, but the sales-oriented brands are larger in ad spending and to the number, which is why they dominate and define the category.

Sales-oriented (2/3)

Reaffirming messages, anti-aging and informational strategies

Sales-oriented brands tend to have reaffirming messages, mostly based on negative and positive extrinsic motivation. Anti-aging advertisement dominates the category and strategies are very informational with functionality and effect in focus.

Functionality in focus with technical reasons to believe and social proof

Reasons to believe are very rational with technical and social proof as prominent support, in addition to the large functional focus on end effect.

Large product focus, informational copy and active global celebrities

The product focus is large, the copy is very informational and the punch line is either informational or transformational. Global film stars are the most common endorsers, but pop stars are becoming increasingly popular. It is common that endorsers take part in the product presentation by showing or speaking about the product themselves, which make them very active.

Bright colors in line with brand, studio setting and graphics

Bright backgrounds are standard and most brands have a theme color that is in line with the brand colors. A studio setting is most used, although outdoor and home

settings are common, and graphics are frequently displayed to demonstrate ingredients, formula or effect of the product.

Prominent logo, high-tempo music and a strong female voice

Most brands have a rather prominent logotype being shown both in beginning and end of the ad. Music is mostly high-tempo with energizing electronic beats in the background and a female external presenter with a strong and rapid voice is most commonly used.

Involvement-oriented (1/3)

Inspiring messages and user-oriented transformational strategies

Involvement-oriented brands on the other hand tend to have more inspiring messages, even though a couple of the brands offer anti-aging products. Strategies are transformational with user image being the most common approach.

Emotional reasons to believe and social belonging

Reasons to believe are emotional with social belonging as prominent support, in addition to the emotional response.

Small product focus, transformational copy and no celebrity endorsers

The product focus is small and both the copy and punch line are transformational. Celebrities are rarely used and endorsers or models have a very passive role.

Bright colors in line with brand and outdoor or home settings

Just like with sales-oriented brands, bright backgrounds are standard and most brands have a theme color that is in line with the brand colors. However, outdoor and home settings are most common and graphics are not used.

Prominent logos, slow-tempo music in focus and a soft female voice

Most brands have a rather prominent logotype being shown both in beginning and end of the ad. In contrary to sales-oriented brands, music is slow-tempo and more prominent, rather than being just background support. A female external presenter with a soft and slow voice is most commonly used.

5. Conclusion

This chapter summarizes the thesis and connects the purpose of the work with the empirical outcome. A section on criticism and one on suggested future research based on the outcome is also included.

The purpose of this thesis was to provide an insight into the beauty industry's global advertising market by mapping and categorizing advertising strategies employed by a number of the world's largest brands. Its purpose was to explain how different dimensions and parameters of an advertising strategy is used and to identify propositions of how these are generally connected, which will give a better understanding of how the different brands are communicating. Additionally, the research aimed at investigating if the approach and strategies employed differ between types of beauty products and between sales channels.

By an extensive investigation and analysis of numerous TVC advertisements by the largest beauty brands in the world, the thesis explored and outlined the execution of the brands' advertisement. Further, the results were compared to each other in order to visualize the connection both in between brands and between the dimensions of strategy, message and visual content.

5.1 Empirical Results

- **What messages and contents (purpose and execution) do the largest brands employ in their advertising?**

The strategies and ways of communicating through advertising differ somewhat between brands, between product groups and between sales channels. However, a majority is rather sales-oriented, having the direct purpose of generating sales. Most

brands use informational strategies where information about the product and its benefits is in focus. Most messages are reaffirming, aiming at convincing the audience to purchase their products through appealing to a negative or external motivation. The product is in most cases much verbally or visually in focus throughout the advertising and famous celebrities are commonly used as endorsers.

- **How is message and content (purpose and execution) connected?**

A general connection could be found, where it was seen that for example the dominating sales-oriented brands employ informational strategies and have mostly reaffirming messages. They commonly also have a large product focus, informational copy and endorsers actively participating in the commercials.

Proposition 1/9.

SALES-ORIENTED BRANDS ARE MOSTLY INFORMATIONAL.

Proposition 3/11.

REAFFIRMING MESSAGES ARE COMMUNICATED MOSTLY IN AN INFORMATIONAL WAY.

Proposition 5/13.

SALES-ORIENTED BRANDS HAVE A LARGE OR MODERATE PRODUCT FOCUS IN THEIR ADVERTISEMENT.

However, a minority, although relatively large, part of the advertisements was of a more inspirational kind, aiming to involve and transform the consumer through different emotional approaches and messages appealing to the internal positive motivation. Since these commercials put the consumer in focus and aim at making the audience feel genuinely good about themselves, it could be argued that these

adverts bring more good than harm. It was also discovered that this phenomena was much more common in the skin care segment than in the color cosmetics segment, where adverts in general was more superficial and image centered.

Proposition 2/10.

INVOLVEMENT-ORIENTED BRANDS ARE TRANSFORMATIONAL.

Proposition 4/12.

INSPIRING MESSAGES ARE COMMUNICATED MOSTLY IN A TRANSFORMATIONAL WAY.

Proposition 6/14.

INVOLVEMENT-ORIENTED BRANDS HAVE A SMALL PRODUCT FOCUS IN THEIR ADVERTISEMENT.

Proposition 7/15.

SALES ORIENTED BRANDS USE MORE FAMOUS ENDORSERS, WHILE INVOLVEMENT ORIENTED DON'T USE MODELS AT ALL.

Proposition 8/16.

SALES ORIENTED BRANDS USE ENDORSER IN A MORE ACTIVE WAY, SHOWN USING THE PRODUCT.

- **How does advertising differ between beauty product groups?**

There is less evidence to prove a major difference between the two segments skin care (SKC) and color cosmetics (CCS). The biggest difference is that CCS is slightly more emotional in its advertising arguments, while SKC is trying to convince the audience by rational appeals. CCS also appears to be a more homogenous advertising market with most brands having very similar strategies; meanwhile SKC

seems to be a more heterogeneous advertising market where a wider range of strategies seems to be working.

Proposition 17:

CCS BRANDS HAVE MORE SIMILAR MESSAGE AND STRATEGY, WHILE IN SKC THEY DIFFER MORE.

Proposition 18:

CCS BRANDS EMPLOY EMOTIONAL REASONS-TO-BELIEVE, WHILE SKC BRANDS USE MORE RATIONAL REASONS-TO-BELIEVE.

- **How does advertising differ between sales channels?**

Similar to how CCS advertising is more homogenous compared to SKC advertising, Retail advertising strategies are more aligned and similar compared to direct-selling advertising strategies when it comes to CCS advertising. However, in SKC there seems to be little difference between the two sales channels. Overall, direct-selling brands tend to be more informational, while retail brands seem to be slightly more emotionally appealing.

Proposition 19:

CCS RETAIL BRANDS HAVE VERY SIMILAR STRATEGIES, WHILE DIRECT-SELLING CCS BRANDS HAVE VERY DIFFERENT STRATEGIES.

Proposition 20:

SKC RETAIL BRANDS AND DIRECT-SELLING SKC BRANDS DO NOT DIFFER VERY MUCH IN STRATEGY.

Proposition 21:

RETAIL BRANDS ARE SLIGHTLY MORE TRANSFORMATIONAL AND DIRECT-SELLING BRANDS ARE SLIGHTLY MORE INFORMATIONAL.

5.2. Criticism

Restricted by the format and time constraint of this thesis a number of limitations had to be made reducing the quality of the underlying material for the analysis. One of those is the limitation of only reviewing TVCs and another is only reviewing what's available on the internet. Only considering skin care and color cosmetics as well as only retail and direct-selling brands would also be limitations falling under the same reason. This might not give a fully complete picture of the beauty advertising industry, but it can still be argued that it covers a great deal given the size and impact of these. The nature of the analysis being subjective and assumptive can of course also lower the quality of the results, since the analysis is based on one person's judgment.

5.3. Suggestions for future research

The insight and overview of the beauty industry's advertising opens up several opportunities for future research. The results from this thesis can for example be matched with research on societal and behavioral impact of advertising as basis for a deeper discussion on the beauty advertisement's impact on society and beauty ideals as well as more personal effects.

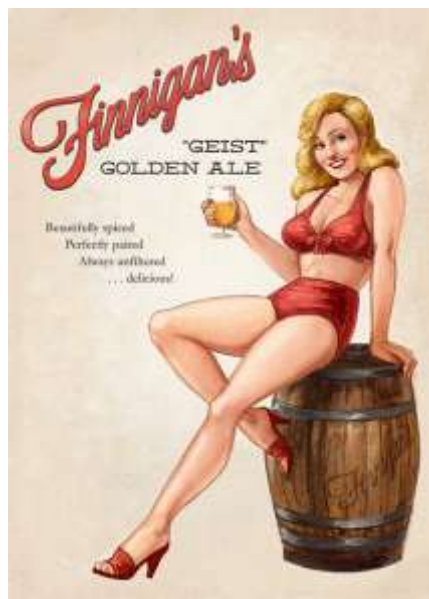
It could also be used as a basis for investigating advertising efficiency for the product segments analyzed by comparing brand advertising execution with advertising spending and market share to explore and estimate the actual return on investment for these various ways.

6. Discussion

This chapter elaborates and reflects over the results, and provides thoughts on beauty advertising's potential impact on society based on previous research.

6.1. Previous research on advertising's societal impact

Ever since the start of the concept of advertising, beauty in different forms have been used to catch attention, improve impressions or alter attitudes towards a brand or a product. With the growth of the commercial market and the advertising industry, this phenomenon has been given more and more attention and has been a hot topic for discussion the last few decades. Already more than 50 years ago, people raised alarming warnings of the power of advertising (Pollay R W, 1986). Its social impact and thus the responsibility of the companies behind them have been discussed ever since.



It is worth recognizing that the advertising man in some respects is as much a brain alterer as is the brain surgeon, but his tools and instruments are different. *Advertising Age* (1957).

Richard W. Pollay made a big effort in 1986 when he put together and summarized the relevant scholar beliefs on the matter in his article “the distorted mirror”, mapping all kinds of effects advertising can have. Basically, it is stated that advertising has different effects based on its six characteristics being persuasive, promoting goods, advocative, appealing to the individual, easy to understand/simple and idealizing “the good life” (Pollay R W, 1986). Bell, Berman and Potter conform in the fact that advertising has profound social, political, cultural, moral and spiritual effects and that they’re not just personal, but practical (Pollay R W).

The “beauty match-up hypothesis” by Solomon, Ashmore and Longo made the field more practical by conducting extensive research in 1992 on how to best match beauty with the product to gain better effect (Solomon M R, Ashmore R D & Longo L C, 1992). Martin & Kennedy declares in 1993 that people tend to compare themselves to the models in the TV commercials. Bower turned the plate around in 2001 by suggesting that too attractive models could have a negative impact on the advertising effectiveness because of a deflated self-image from comparing oneself to the beautiful models. In 2006, Lin and Tsai dove deep into the subject with their article “comparisons and advertising: the route from comparisons to effective advertising” by investigating what conditions cause people to make comparisons and add on to the practicality of the area by proposing a comparison model for greater advertising effectiveness (Lin C-H and Tsai C-C, 2006). Clearly, the field of advertising effect in both terms of sales and social impact, and the use of beauty to

boost it, has been a well debated and researched topic for quite some time and surely will remain frequently discussed.

One result of this increased attention is that the big beauty companies have been taking a lot of heat in the media the last couple of decades and have been accused among other things of distorting society's beauty ideals (Pitman S., 2006). They have been given the blame much since they are such huge spenders on advertising.

6.2. Thesis findings and potential societal impact of beauty advertising

Representing two of the largest segments of the beauty industry, SKC and CCS advertisement both have a huge impact on what is communicated on the beauty advertising market. Although the products communicated are slightly different, the way they are communicated is even more dissimilar. Due to the nature of the products, most messages are reaffirming in both segments, but while CCS brands all push on a positive extrinsic motivation, SKC brands are more varied with also a higher portion of brands with inspiring messages. Returning to Richard W. Pollay findings in his "The Distorted Mirror", the reaffirming messages based on positive extrinsic motivation in both CCS and SKC can be argued to fit the characteristic "idealizing the good life". In Pollay's research, it is stated that this advertising characteristic leads to dissatisfaction and its unintended effects include loss of self-esteem and self-respect, inadequacy and frustration. It is further stated that when the advertising appeals to a mass market, which is the case of most beauty advertising, it promotes conformity (of e.g. beauty ideals). When it appeals to fear, which is the case of reaffirming messages based on negative motivation recurring in SKC, it promotes anxiety and insecurity. When it centers on status and sexuality it promotes a false pride and sexual dissatisfaction, according to Pollay's article. This is often the case in CCS advertisements that are much more image centered than

SKC advertisements. CCS adverts commonly include a famous celebrity to communicate the image of sexuality, sophistication or youthfulness.

Similar to the case of messages, the advertising strategies employed are very similar among CCS brands with a high sales-orientation focusing on the product and its uniqueness, while the spread is considerably larger among SKC brands. According to Pollay's article, the large sales-orientation also leads to materialistic effects such as belief that goods will make you happy and displacement of feeling from people to objects. However, in SKC, many brands are also involving with transformational strategies highlighting the consumer as the hero with inspiring messages that aims at appealing to a positive internal motivation, making the consumers genuinely feel good about themselves. Perhaps this is due to the nature of skin care products, but it appears to be a growing trend on the beauty advertising market.

Regarding the creative content, the more sales-oriented CCS adverts normally have a higher energy with background pop music and fast-speaking voice overs. In line with the image centering, CCS adverts are normally more controlled in the sense that studio settings is the standard and the use of graphics and numbers is more common. Even the colors are darker in CCS adverts, which adds on to the common images of sophistication and sexuality.

7. References

This chapter covers the academic sources referred to in the thesis. References for the videos observed and analyzed are outlined in the attachments.

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8. Attachments

Firstly, this chapter lists the videos observed that was the basis for the analysis. Secondly, the resulting excel templates in which the video notes and analysis being made is attached. Thirdly, examples of more in depth analysis for a few selected brands is added to shed light on how the analysis was being made.

8.1. online video reference list

8.1.1. CCS

Artistry

<http://www.youtube.com/watch?v=eHweDoFa2RU&feature=related> (light up lip gloss)

http://www.youtube.com/watch?v=_CZDkF21AKY (Miss America 2011)

<http://www.youtube.com/watch?v=vFJbwJd4aNY&feature=related> Sandra Bullock (2min)

<http://www.youtube.com/watch?v=lrvvcI9joyI&feature=related> (miss america 2min)

Avon

Lips

Pro-to-go Reese:

<http://www.youtube.com/watch?v=FQnOSd8r8Ow> (UK)

<http://www.youtube.com/watch?v=OJp7dLNaF8Y> (US)

Duo lipstick

http://www.youtube.com/watch?v=sC_agGAGrAM&feature=related (Reese)

Mega impact

<http://www.youtube.com/watch?v=vfP4Eni70lo&NR=1>

spectracolor 7-in-1

http://www.youtube.com/watch?v=e-gWaN_erK8&feature=relmfu (Reese)

Moisture seduction

<http://www.youtube.com/watch?v=rJ3IeXUbv8A&feature=related>

ExtraLasting

<http://www.youtube.com/watch?v=sxJcbNQD1eo>

Ideal Shade

<http://www.youtube.com/watch?v=qIHSoJ0VXyc> (Brazil)

Mascara

Supershock

<http://www.youtube.com/watch?v=6izM2KihjHM> (UK – model, 20s)

<http://www.youtube.com/watch?v=1RnMmOdTpTc> (UK - Reese)

Super Magnify:

<http://www.youtube.com/watch?v=SAwv93WUwRw&feature=related> (UK, Reese)

Super Extend:

<http://www.youtube.com/watch?v=Z5DoJkZWwQc> (US)

Spectralash:

<http://www.youtube.com/watch?v=Vz7ZivNcOY8&NR=1> (Reese)

Supercurlacious

<http://www.youtube.com/watch?v=Q0bosqaR1w8> (Reese)

Covergirl

Lips

Lip perfection

<http://www.youtube.com/watch?v=Y4H3g5y1Wzc&feature=related> (Drew Barrymore)

<http://www.youtube.com/watch?v=5O6sPNPAIwM> (Taylor Swift)

lipstain

<http://www.youtube.com/watch?v=7qWR2nf29ZQ&feature=related> (drew Barrymore)

outlast lipcolor

<http://www.youtube.com/watch?v=Lu7bqcZmQCI&feature=related> (queen latifah)

<http://www.youtube.com/watch?v=xtgpm8IITs&feature=related> (queen latifah)

Mascara

Lash exact and volume exact

<http://www.youtube.com/watch?v=rVpMUDYFMBg&NR=1> (Rihanna)

exact eyelights

<http://www.youtube.com/watch?v=37BpC0-DhFo&feature=related>

lash blast fusion

<http://www.youtube.com/watch?v=ASJzjrW6l-0&feature=related> (drew Barrymore)

lashblast length

<http://www.youtube.com/watch?v=R02X4jYqaU4&feature=related> (Barrymore)

lash perfection

http://www.youtube.com/watch?v=JBq_MKlJp-8&NR=1 (Barrymore)

L'Oréal

Lips

Infallible le rouge (Gwen Stefani)

http://www.youtube.com/watch?v=3TE_TCYhdT0

infallible (beyonce)

<http://www.youtube.com/watch?v=461EPisxjoc>

glam shine

<http://www.youtube.com/watch?v=8ThI6aA-yeE> (scarlett)
<http://www.youtube.com/watch?v=vd7r0-w5MbY> (Jennifer lopez)
color riche
<http://www.youtube.com/watch?v=xdvJwc62YUw&feature=relmfu>
http://www.youtube.com/watch?v=IM_A5U5Ehic&NR=1

Mascara

Lash architect

<http://www.youtube.com/watch?v=Ke5nUvI53Sc&feature=related>
extra volume (eva longoria)
<http://www.youtube.com/watch?v=4930XWW06Yc&feature=related>
million lashes (Jennifer lopez)
<http://www.youtube.com/watch?v=tfhVpG0vUBU&feature=related>
Telescopic Explosion (Penelope Cruz)
<http://www.youtube.com/watch?v=wk3vlyiYYhs&feature=related>

Mary Kay

Make-up box:

<http://www.youtube.com/watch?v=M00mPnTYXrU&feature=related>

mary kay products in general

<http://www.youtube.com/watch?v=LaYr2MwkiDs&NR=1> (all categories)
<http://www.youtube.com/watch?NR=1&v=LaYr2MwkiDs>
<http://www.youtube.com/watch?v=T6v5EcutYG4&feature=related> (fall in love)

Maybelline

Lips

Super stay

<http://www.youtube.com/watch?v=Dpuly2wZo4I&NR=1> (24h)
http://www.youtube.com/watch?v=2XF7j-oOqVY&feature=autoplay&list=SP0D3577418368E15C&lf=list_related&playnext=2
(power gloss)
<http://www.youtube.com/watch?v=HSnDX2QgDS4>

Color Sensational

<http://www.youtube.com/watch?v=I6EuqBXsXYk&feature=related>
<http://www.youtube.com/watch?v=s1vx-S5--5w&feature=related> (High Shine)

Forever metallic

<http://www.youtube.com/user/ZZiyiTube#p/search/5/PFGjKw8FYss>

Moisture extreme

<http://www.youtube.com/watch?v=xGgp87q3Vf0&feature=related>

Maybelline

Mascara

Volume express

http://www.youtube.com/watch?v=t_K2Qp2LG0&NR=1

Volume express One by one

<http://www.youtube.com/watch?v=gNuTsp5SBko&feature=related>

volume express Hypercurl

<http://www.youtube.com/watch?v=jPZuuU7ziio&feature=related> (cat eyes)

<http://www.youtube.com/watch?v=qsLHXCxWnt4&feature=related>

Volume Express falsies

<http://www.youtube.com/watch?v=YRz4bss2nHo>

<http://www.youtube.com/watch?v=a0ZBt3iB3Jk>

Colossal

<http://www.youtube.com/watch?v=rgAujUoSwc>

<http://www.youtube.com/watch?v=LM-Z26GpdGw>

XXL

<http://www.youtube.com/watch?NR=1&v=BZGgIo6KgGQ>

<http://www.youtube.com/watch?NR=1&v=ypkXr4G40z0>

<http://www.youtube.com/watch?v=DLGaU5WTnB0&feature=related> (curl power)

<http://www.youtube.com/watch?v=mosyyfLCky8>

Stiletto

<http://www.youtube.com/watch?v=RC-OaeU7mHw&feature=related>

define a lash

http://www.youtube.com/watch?v=M15cFiT_KY&feature=list_related&playnext=1&list=SP0D3577418368E15C

Lash Discovery

<http://www.youtube.com/user/ZZiyiTube#p/search/0/yIFrSAsV2-c>

Max Factor

Lips

Color collection

http://www.youtube.com/watch?v=s_Y13zY_9_4&NR=1

curve effect lip gloss

<http://www.youtube.com/watch?v=mA1a2sQoCns>

Lipfinity

http://www.tellyads.com/show_movie.php?filename=TA12345 (liptint)

http://www.tellyads.com/show_movie.php?filename=TA4580 (color and gloss)

Max Factor

Mascara

Max masterpiece

<http://www.youtube.com/watch?NR=1&v=9ev3lzC3gzM>

Lash extension effect

<http://www.youtube.com/watch?v=MPCSzSGooPo&feature=related>

false lash effect fusion

<http://www.youtube.com/watch?v=2kuocCZCZYc&feature=related>

Natura Una

<http://www.youtube.com/watch?v=wOdaiiWzXhc>

<http://www.youtube.com/watch?v=UeaCnuAAgKE>

<http://www.youtube.com/watch?v=faf0MbCN6IA&feature=related>

Oriflame

Lips

Wondercolor

http://www.youtube.com/watch?v=gUBSIZRz644&feature=results_main&playnext=1&list=PL5314CB02DF4A91F0

Very me clickit

<http://www.youtube.com/watch?v=c9pjxFTVh4M> (Russian)

Very me lipstick

<http://www.youtube.com/watch?v=AXoy79nrHDY&feature=related> (Maksim studio)

Triple core

<http://www.youtube.com/watch?v=igsvdt04liM&feature=related>

Powershine lip-gloss

<http://www.youtube.com/watch?v=UJOTINcueHg&feature=related> (lip-gloss, dima)

Silky kiss lipstick

<http://www.youtube.com/watch?v=luq-f3EEQto&feature=related>

Mascara

Very me mascara

http://www.youtube.com/watch?v=Vq_xawEtpro (maksim on stage)

Maxilash

<http://www.youtube.com/watch?v=Kvn0IDWe5W4&feature=related> (maxi lash, red carpet)

2FX

<http://www.youtube.com/watch?v=bEkzfzQdE6I>

Revlon

Lips

Just bitten lipstain

<http://www.youtube.com/watch?v=ooTBluUbmM0&feature=relmfu> (Jessica Biel)

colorburst lipstick

<http://www.youtube.com/watch?v=EL5JCMarczs&feature=related> (Jessica Alba)

colorstay Ultimate lipstick

<http://www.youtube.com/watch?v=p859m77Wm5g> (Jennifer Connelly)

Lipstick & lip-gloss

<http://www.youtube.com/watch?v=0Rgu4h3Wi7E>

Mascara

Grow luscious

http://www.youtube.com/watch?v=jPNUJhAj_hU (Jessica Biel)

Growluscious plumping

<http://www.youtube.com/watch?v=Bq9amYU7PqM> (Bieal and Pharell)

double twist

<http://www.youtube.com/watch?v=XwKoMJBGp-I&feature=related> (Jessica Albba)

Customeyes

<http://www.youtube.com/watch?v=olozMoFyZ8U&feature=related> (Jessica Biel)

Rimmel

Lips

Moisture renew lipstick

<http://www.youtube.com/watch?v=VeNYS6G0h94&feature=related>

lasting finish

<http://www.youtube.com/watch?v=79px1fgCDuk&feature=related>

http://www.youtube.com/watch?v=BQ8vjmiA_Y8&feature=related (Kate Moss)

<http://www.youtube.com/watch?NR=1&v=87EfAZEGVB0>

Infinite lip color

<http://www.youtube.com/watch?v=7hum8J0Gh7o&feature=related> (kate moss,

wedding table)

cool shine lipstick

<http://www.youtube.com/watch?v=NihRChkifns&feature=related> (Kate Moss, water)

Mascara

Lash accelerator

<http://www.youtube.com/watch?v=xjngrC59Sk8>

sexy curves

<http://www.youtube.com/watch?v=I9Fr9LENnvM>

volume flash

<http://www.youtube.com/watch?v=U1vFVCLuM8Q>

max volume flash

<http://www.youtube.com/watch?v=1bwQO6EWqOE&feature=related>

volume extend

<http://www.youtube.com/watch?v=nBwXliddUNQA&NR=1>

glam eyes

http://www.youtube.com/watch?NR=1&v=fyP_9j8PV1A

day2night

<http://www.youtube.com/watch?v=ITadM-64bxU&feature=related>

Shiseido

Integrate http://www.dailymotion.com/video/xcgm7_pub-shiseido_news

http://www.dailymotion.com/video/xcgm7_pub-shiseido_news#rel-page-1 (lip-gloss pen, applying, glow)

<http://www.youtube.com/watch?v=VPzJc7hEWxI&feature=related> (lip-gloss pen)

<http://www.youtube.com/watch?v=fCNVxb2ncLY&feature=related> (lip gloss, sunglasses)

<http://www.youtube.com/watch?v=FtREVZ0Ynsw> (Jolie, mascara)

8.1.2. SKC

Artristry

Essentials

<http://www.youtube.com/watch?v=YEULNWy6WEk> (science + nature)

<http://www.youtube.com/watch?v=qBF0dzS1STc&feature=related> (90s)

Time Defiance

<http://vimeo.com/4958820> (blonde girl)

<http://www.youtube.com/watch?v=KeNfz4qnDrM&NR=1> (in charge)

<http://www.youtube.com/watch?v=3BtIY0SM5BA> (no surgery)

<http://www.youtube.com/watch?v=o6YtFAXf9Cg> (miss

America) <http://www.youtube.com/watch?v=v5D3h23L2Kg>

<http://www.youtube.com/watch?v=v5D3h23L2Kg> (miss America)
http://www.youtube.com/watch?v=3obC6_MRex8 (Indian?)

Find your way to beautiful
http://www.youtube.com/watch?v=_449UXJkQDU

Avon

Anew
Emulsion
http://www.youtube.com/watch?v=GQ_hczycYR0
Emulsion Gold
<http://www.youtube.com/watch?v=dNhcdpo3014>
Reversalist
<http://www.youtube.com/watch?v=I2lZ7tXpwMM&feature=related>
Ultimate, Night
<http://www.youtube.com/watch?v=1GgrkLhYE28>
(White (China))
<http://www.youtube.com/watch?v=mk1cgaRpuqw&NR=1>

Clearskin
Professional
<http://www.youtube.com/watch?v=LegBgp4kLiA>
<http://www.youtube.com/watch?v=Xe-B6fHnOhU&feature=related> (Brazilian local version)

Solutions
am pm (old)
<http://www.youtube.com/watch?v=Wi-qKMpdAzU&feature=related>
Youth minerals (new)
<http://vimeo.com/26069791>

Dove

Moisturizing Soap Bar
<http://www.youtube.com/watch?v=oGg2XgKwPnk&feature=related> (3 women, dove 7 day test)
http://www.youtube.com/watch?v=QH_EUgaWLGQ (mad men, 60s)
<http://www.youtube.com/watch?v=3psVH8p9ia8&feature=related> (vs normal soap: face)
<http://www.youtube.com/watch?v=FXUIAr6nxQ0&NR=1> (vs normal soap: scum)
<http://www.youtube.com/watch?v=zLyESJcH87E&feature=relmfu> (vs normal soap: rosebud test)

<http://www.youtube.com/watch?v=2HYHEZ4PiA8&feature=related> (vs normal soap: paper stick)

exfoliating bar

<http://www.youtube.com/watch?v=Nogdc-ZcKyo&NR=1>

pro-age

<http://www.youtube.com/watch?v=vilUhBhNnQc&feature=related>

<http://www.youtube.com/watch?v=8IUt2ueRIVs>

Garnier

Ultra-lift

<http://vimeo.com/18670668>

<http://www.youtube.com/watch?v=kz0g136yfw&feature=related>

<http://www.youtube.com/watch?v=sIKepEwowJk>

Clarify

<http://www.youtube.com/watch?v=8kq7soUDLWo> (Mexico)

Vital Restore

http://www.tellyads.com/show_movie.php?filename=TA8540

Skin Renew

http://www.youtube.com/watch?v=sgeQY_2tOYs (anti-sun damage)

L'Oréal

Youth Code

<http://www.youtube.com/watch?v=uqgs1T6GUjs> (black and pink)

<http://www.youtube.com/watch?v=8xLaZSG1fkl&feature=related> (Aus, 15s)

<http://www.youtube.com/watch?v=LcyRi-DFVAw&feature=related> (bottle)

Revitalift

<http://www.youtube.com/watch?v=hkFkIHUSYCE> (Rachel Weisz)

http://www.youtube.com/watch?v=oXEB9rGjGWA&feature=BFa&list=SP947F49A7F5CB02F6&lf=list_related (Weisz)

<http://www.youtube.com/watch?v=Pvw4JAB1hs0>

<http://www.youtube.com/watch?v=siPqqYftr3g&feature=related> (wrinkle repair)

Age perfect

<http://www.youtube.com/watch?v=k5HH7nHoZjw&feature=related> (Diane Keaton)

http://www.youtube.com/watch?v=6odwdG_ynY&feature=related (Diane Keaton)

http://www.youtube.com/watch?v=B_DTDGr_PU (Diane Keaton)

age re-perfect

<http://www.youtube.com/watch?v=QWut2Tv4HB8&feature=related> (Jane Fonda)

SKC

Mary Kay

Skin care products in general

<http://www.youtube.com/watch?v=J7nnnyew43c&feature=related>

timewise skin care set

<http://www.youtube.com/watch?v=Req00ZKLd1s&NR=1>

<http://www.youtube.com/watch?NR=1&v=ICnk371o9p0>

<http://www.youtube.com/watch?v=coggT9HpLUQ&NR=1>

http://www.youtube.com/watch?v=Y261eEwq_6o&feature=related

Natura Ekos

<http://www.youtube.com/watch?v=h1WOovvYHTY&feature=related> (soap)

<http://www.youtube.com/watch?v=Rd0Y8zQ3T1U&feature=related> (pitanga collection)

<http://www.youtube.com/watch?v=QZhuvF57Twg> (castanha collection)

<http://www.youtube.com/watch?v=asiegAPvIt4&feature=related> (Acai)

<http://www.youtube.com/watch?v=B8Cw1yL6Uhc&NR=1> (Ekos all products, the power of nature)

http://www.youtube.com/watch?v=Qtt_d_fSPa9w (ekos all products)

Chronos anti-aging

Every face has a story (2010):

<http://www.youtube.com/watch?v=NwXFETHFN5I&feature=related> (la verdeza de la edad es libre)

<http://www.youtube.com/watch?v=5EwIAhPu67o&feature=related> (cada rostro tiene una historia)

<http://www.youtube.com/watch?v=MZq4rngwh80&feature=related> (20s)

there is no right age to be yourself (2009):

http://www.youtube.com/watch?v=D_50_QGzLMg&feature=related (nao tem idade certa)

<http://www.youtube.com/watch?v=xEK3iHRJIU0&feature=related> (humming)

<http://www.youtube.com/watch?v=z690yw4o4dU> (spontaneity)

Nivea

Nivea Body

<http://www.youtube.com/watch?v=6zkKVNDvT20> (sun-kissed moisturizer, rooftop party)

<http://www.youtube.com/watch?v=-OxQUxghUbl> (black couple)

<http://www.youtube.com/watch?v=iDygd6xhNZA> (happy sensation, Natasha Bedingfeld)

<http://www.youtube.com/watch?v=78aJ3yXuXG0> (Smooth Sensation, Parachute)

<http://www.youtube.com/watch?v=31Tx5q2tZU0&NR=1> (Smooth sensation, Delfina)
http://www.youtube.com/watch?v=XcRpmhA_bRM&feature=relmfu (tanner, Paracute)
<http://www.youtube.com/watch?v=7UfwULdyHp8&feature=related> (My Silouhette, 2008)
<http://www.youtube.com/watch?v=EFiNVScGfTQ> (My Silouhette)
<http://www.youtube.com/watch?v=uP2PL815Th8&feature=related> (Hydrate Express, 2011)

Nivea Creme

http://www.youtube.com/watch?v=-aG_jlGQEzo (2011 #1: 100 years of skin care)
<http://www.youtube.com/watch?v=g5FL7KmKAMk&feature=relmfu> (2011 #2: 100 years of skin care)
<http://www.youtube.com/watch?v=J0c0BsdhxsU&feature=related> (2008, around the world)
<http://www.youtube.com/watch?v=Y3ECrzvwbJo&feature=related> (2008, old man at the beach)

Olay

Total Effects

<http://vimeo.com/21722256>
<http://www.youtube.com/watch?v=e8aCukdepbY&feature=related>
<http://www.youtube.com/watch?v=qMnTLJQ4cpU&feature=related>

Total effects sensitive protection

<http://vimeo.com/21722444>

Regenerist

<http://www.youtube.com/watch?v=245uGU0TbE8> (beauty expert/editor)

regenerist night

<http://vimeo.com/18887938>

<http://vimeo.com/18887696>

Regenerist anti-aging eye-roller <http://vimeo.com/18680855>

Regenerist micro sculpting

http://www.youtube.com/watch?v=YRaVltezDxU&feature=player_embedded

http://www.youtube.com/watch?v=8BIUwJ91P7g&feature=player_embedded#!

regenerist dna

<http://vimeo.com/18671468>

Definity

<http://www.youtube.com/watch?v=IUu2q7GK2kk&NR=1>

<http://www.youtube.com/watch?NR=1&v=ZF8LGLF8NmM>

<http://www.youtube.com/watch?v=hKK6tj3WZw8&feature=related>

Carrie Underwood for Olay

http://www.youtube.com/watch?v=vT-vEE5ki_U

Oriflame

Aqua-rhythm

<http://www.youtube.com/watch?v=-ugzNvbrBQM>

Perfect Body

http://www.youtube.com/watch?v=jXyncsAgG_Y

Lift Expert

<http://www.youtube.com/watch?v=rueQ7YGdJEE>

Ecollagen

<http://www.youtube.com/watch?v=r0TEZos5Ro4>

Royal Velvet

<http://www.youtube.com/user/OriflameSverige#p/a/u/1/HLP5wLQTHVY> (Belucci)

Pond's

Age Miracle

<http://www.youtube.com/watch?v=tcBC5SRpthM&feature=related> (7 days)

<http://www.youtube.com/watch?v=eO7XqrdBztQ&feature=related> (husband difference)

<http://www.youtube.com/watch?v=U2VHfMrmOSc&feature=related> (husband chef)

<http://www.youtube.com/watch?v=TkD-KBHwiH8&feature=related> (India, birthday)

Gold radiance

<http://www.youtube.com/watch?v=e4CXEz5UNdM> (3min!)

Flawless white (india)

Episode 1: <http://www.youtube.com/watch?v=-tRasuTtMJo&feature=related>

Episode 2: <http://www.youtube.com/watch?v=AjFITz-edLY&feature=related>

Episode 3: <http://www.youtube.com/watch?v=mAFXvdznlTE&feature=related>

Episode 4: <http://www.youtube.com/watch?v=xThAwdCgBlM&feature=related>

Episode 5: http://www.youtube.com/watch?v=bKak_oEZlig&feature=related

8.2. The Templates

Can also be seen in separate excel document for better overview and detail.

8.2.1. SKC

Advertising Appeal and Key Message Dimensions

SKC		STRATEGIC CONTENT				Key message = WHAT IS COMMUNICATED?		
		Advertising Appeal = WHAT'S THE OBJECTIVE?						
		Sales-oriented	Persuasion-oriented	Involvement-oriented	Salience-oriented	Inspiring	Reaffirming	
		directly measurable short-term tactical model, generate sales	moving customers through a sequential process (AIDA), aiming to convince	lifestyle resonance: engagement through lifestyle portraying creates an emotional response	values resonance: engagement through ideals/values creates a strong emotional response	Create salience through highlighting a product being radically different. Or the ad itself.	positive, intrinsic motivation (values-oriented)	extrinsic or negative motivation (problem-oriented)
Brand	Notes							
Avon Solutions	am pm, Reese Witherspoon	product + catalogue focus						"goodbye complicated skin care"
Artistry (various)	Miss America and Sandra Bullock	product endorsement by miss america	Endorsement speaking well about the brand and				"true beauty comes from within"	
Avon Anew	Emulsion, Ultimate Night, Reversalist	product + catalogue focus	using product makes you look younger	powerful, independent, modern and sophisticated				will reduce your skin aging and make you
Avon Clearskin	professional, miss universe campaign	product + catalogue focus	makes your skin clearer. three step process that	young, energetic women				will help you get rid of your acne and bad
Mary Kay (ds)	timewise skin care collection (anti-age)	call for action in end	use products "for a firmer, even-toned and younger	the teenage/young, modern and active woman				for a firmer, even-toned and younger
Oriflame	Aqua-Rhythm	catalogue-focus and call for action	product formula and functionality					to look better longer
Artistry Essentials	Promotional videos/adverts		the combination of natural ingredients and science is					"beauty can be simple"
Dove beauty bar	Moisturizing soap bar		aims at convincing the audience that it is just not					better for your skin than normal soap and
Garnier	Ultra-lift, (Vital Restore, Clarify,		natural ingredients are behind the product effects				natural ingredients have powerful effects	
L'oréal Paris Youth Code	anti-age 35+		convince of product functionality through	young, energetic, sophisticated woman				scientifically proven high quality
L'oréal Paris Revitalift	anti-age 40+		convince of product functionality through	successful, sophisticated woman				scientifically proven high quality, the best
L'oréal Paris Age Perfect	anti-age 50+		product functionality and results	active, sophisticated				makes skin stronger and better-looking
Olay	total effects, Regenerist, Definity		explaining the problem, focus on why and how the	active, sophisticated, independent woman				efficient and complete skin anti-aging
Nivea Body	sun-kissed, smooth sensation, happy		using product makes you feel better and happier	social, energetic, unpretentious women			well-being and happiness through	
L'oréal Paris Age re perfect	anti-age 60+			confident, wise, sophisticated woman				feel good about your skin again
Avon Solutions (new)	youth minerals	catalogue. call for action: "want it? Get	natural ingredients are perceived as being behind		natural setting, fresh feeling with water and a		"be beautiful, by nature"	
Natura Ekos	natural products with ingredients		the power and beauty of nature makes the		a lifestyle in harmony with nature		live in harmony with the people and	
Natura Chronos	anti-aging				age is just a number. Highlights the importance		age does not define who you are, it is	
Nivea Creme					loving friends and family life		Life is beautiful (in all its shapes),	
Dove pro age	pro age product line				involves the audience to question and oppose the	their contrasting and shocking approach	oppose beauty ideals: you are beautiful as	
Pond's	age miracle, flawless white				romantic desires resonance	story-telling and mini-series make it stand		by using products men will notice you

Message Strategy

SKC		Message strategy = HOW IS IT COMMUNICATED?							
		Informational				Transformational			
		comparative advertising (compares to competing brands)	Unique selling proposition (property unique for the brand)	pre-emptive (superior attribute without comparison)	hyperbole (exaggerates attribute's superiority)	generic (problem-solving abilities)	User image (portrays user's personality - the consumer is the hero)	Brand image (portrays brand's personality - the brand is the hero)	Generic (benefits shared among other brands)
Brand	Notes								
Avon Solutions	am pm, Reese Witherspoon		saves effort and makes skin care			"awakens and protects", "remove"		simple and occasion-specialized: makes skin	
Artistry (various)	Miss America and Sandra Bullock		natural extracts key to product			product functionality and			
Avon Anew	Emulsion, Ultimate Night, Reversalist			"breakthrough technology"		reduces skin aging and makes you			
Avon Clearskin	professional, miss universe campaign		the process: three steps, three days			reduces acne			
Mary Kay (ds)	timewise skin care collection (anti-age)			"breakthrough technology", "19"	"It's the discovery of the decade"	for a firmer, even-toned and younger			
Oriflame	Aqua-Rythm		scientific formula with unique mix of	breakthrough skin care		hydrates and maintains skin's			
Artistry Essentials	Promotional videos/adverts		natural ingredients and advanced			nurture skin: "helps skin stay strong,			
Dove beauty bar	Moisturizing soap bar	shows examples of how it is better	1/4 moisturizer			makes skin soft			
Garnier	Ultra-lift, (Vital Restore, Clarify,	endorser preference ("for	natural ingredients/extract			product effect			
L'oréal Paris Youth Code	anti-age 35+		"derived from gene science"			reduce skin aging			
L'oréal Paris Revitalift	anti-age 40+	"the world nr 1 in anti-wrinkle	"it targets 10 signs of aging in one		comparison to surgery: "It's not a	reduce skin aging			
L'oréal Paris Age Perfect	anti-age 50+	"some moisturizers don't fade the look	unique ingredient (Calcium) or multi-			for better-looking and stronger skin			
Olay	total effects, Regenerist, Definity	"only total effects fights all 7 signs of	7-effects	fights anti-aging in more than one way	presented as an alternative to	reduces skin-aging			
Nivea Body	sun-kissed, smooth sensation, happy					direct effect of using product:		"Beauty is Nivea"	indirect effect of using product: makes you feel
L'oréal Paris Age re-perfect	anti-age 60+					makes skin less fragile			makes you feel good about your skin again
Avon Solutions (new)	youth minerals		nature meets science	"when nature meets science					perceived as natural product
Natura Ekos	natural products with ingredients		pure natural ingredients					"the well being of all starts with the	
Natura Chronos	anti-aging							"there is no right age to be yourself",	
Nivea Creme							display a wide variety of people in	the brand is the hero bringing people	
Dove pro age	pro age product line						Real beauty; You are beautiful as you		
Pond's	age miracle, flawless white							the brand and product is communicated as the	be more attractive

Reasons-to-believe

SKC		Reasons-to-believe = HOW IS THE MESSAGE SUPPORTED?					
Brand	Notes	Technical (support the product effect through telling why/how it works)	Social Proof (support the product effect through showing/stating that other people like it)	Functional (support the product effect through focusing on result)	Emotional (When you buy/use this brand you will feel__) (e.g. safe in a Volvo)	Self-expressive (when you buy/use this brand you will be__) (e.g. creative and trendy by using Mac)	Social Belonging (when you buy/use this brand you will feel a belonging to__) (e.g. good golfers by playing titleist pro v1)
Avon Solutions	am pm, Reese Witherspoon			occasion-specific skin care makes			
Artistry (various)	Miss America and Sandra Bullock		direct recommendation from miss america	product functionality			miss america uses the same products, connection to
Avon Anew	Emulsion, Ultimate Night, Reversalist	"look 5 years younger in 14 days", "400%	"83% saw wrinkles reduced"	makes your skin look younger			
Avon Clearskin	professional, miss universe campaign	three step process		clearer skin			
Mary Kay (ds)	timewise skin care collection (anti-age)	"good housekeeping seal",	"millions of women are already a part of", 95%	11 age-defying benefits, firmer			
Oriflame	Aqua-Rythm	breakthrough skin care: scientific formula with		"intensively hydrates your skin			
Artistry Essentials	Promotional videos/adverts	formula ingredients ("botanicals and		helps skin stay strong, feel			
Dove beauty bar	Moisturizing soap bar			better for your skin, makes it soft			
Garnier	Ultra-lift, (Vital Restore, Clarify,	product effect derived from natural ingredients	endorser preference: "for me, it's the best",	reduces appearance of wrinkles			
L'oréal Paris Youth Code	anti-age 35+	"derived from gene science", "patented pro-		"to reawaken skin's youthfulness",	modern, trendy, high-tech	sophisticated	
L'oréal Paris Revitalift	anti-age 40+	"clinically proven results", "enriched with	endorser: "I trust science, not miracles",	"it targets 10 signs of aging", proven	modern, trendy, high-tech	sophisticated	
L'oréal Paris Age Perfect	anti-age 50+	"patented formula", "calcium microspheres",	endorser: "now I use L'Oréal's new... [...], now	"makes the skin toned, resilient and		sophisticated	
Olay	total effects, Regenerist, Definity	large focus on the effects behind the function,	"20 million women chose total effects",	before-after, the 7 effects,			
Nivea Body	sun-kissed, smooth sensation, happy			product function	well-being, happiness,		
L'oréal Paris Age re-perfect	anti-age 60+		endorser: "I found age re-perfect from L'Oréal"	"skin feels toned, more resilient"		sophisticated	relate/connection to endorser
Avon Solutions (new)	youth minerals	formula, working ingredients. "boost		"smoothing fine lines"		natural: closer connection to nature	
Natura Ekos	natural products with ingredients	the working natural ingredient			responsible	a person more in harmony with nature	the group of people that care about our
Natura Chronos	anti-aging				more comfortable with your age and		
Nivea Creme					togetherness, harmony, love,	yourself	Family, friends
Dove pro age	pro age product line				naturally beautiful		belonging to the "movement for self-
Pond's	age miracle, flawless white	"visible results in 7 days", working ingredient			you will be more desired by men		

Product focus and colors

		CREATIVE CONTENT							
		Main focus			Supporting focus			Common used colors	
		product focus	model focus	other focus	product focus	model focus	other focus	Bright	Dark
Avon Solutions	am pm, Reese Witherspoon campaign	product use and convenience				used to clarify product usage and convenience	am-pm/sun-moon graphics to illustrate usage	white and orange (in line with package design)	
Artistry	Miss America and Sandra Bullock promotional videos		focus on the endorser talking into the camera		endorser holding the product, while talking about it			white, golden beige	
Avon Anew	Emulsion, Ultimate Night, Reversalist (all anti-age)	product is the hero of the ad with focus on the anti-aging function				several supporting models per ad			black combined with the color of the product (gold, red)
Avon Clearskin	professional, miss universe campaign		large visual focus on endorser		four full screen pack-shots		graphics of text and numbers	grey and turquoise (in line with package design)	
Mary Kay (ds)	timewise skin care collection (anti-age)			graphics and text	pack-shots of complete set (included 2-3 times)	models of different ethnicity are used in concept but a lot of the looking at the product in catalogue, at the formula and use the natural-looking, neutral expression		light pink(!) And details in dark grey	
Oriflame	Aqua-Rhythm	package visuals, formula visuals					visuals of botanicals and scientist	white and light turquoise (in line with package design)	
Artistry Essentials	Promotional videos/adverts	several pack-shots and focus on the formula/ingredients						grey	
Dove beauty bar	Moisturizing soap bar	Dove compared to the generic soap				normal looking women to illustrate the difference and other con-	the actual test being made between Dove and other con-	none, it is as white as possible	
Garnier	Ultra-lift, (Vital Restore, Clarify, Skin Renew)	product's natural ingredient and functionality				local celebrities talking into the camera and endorsing	graphics of how the product works	light/lime Green (in line with package design)	
L'oréal Paris Youth Code	anti-age 35+	product functionality and underlying gene science				models of different ethnicities (blonde, asian, black)			black and purple
L'oréal Paris Revitalift	anti-age 40+	product functionality and how it works				global sophisticated celebrity endorsers	graphics to support product functionality	stillistically almost no colors, except red	
L'oréal Paris Age Perfect	anti-age 50+		presents problem/need, the product functionality		product functionality, formula and results			white and golden beige (in line with package design)	
Olay	total effects, Regenerist, Definity	focus on the product effects through graphics	close-ups on face to demonstrate beautiful skin		several pack-shots and use of product		graphics (the 7 for total effects, triangle for definity), chinese social settings	golden beige (total effects) (in line with package design)	regenerist night products have black background mixed
Nivea Body	sun-kissed, smooth sensation, happy sensation, (in line with package design)		follows model throughout ad	Music (in collaboration with artists)	early pack-shot and full screen in end			few colors. blue and white (in line with package design)	
L'oréal Paris Age re-perfect	anti-age 60+		endorser reflections		product functionality			few colors, golden beige details (in line with package design)	
Avon Solutions (new)	youth minerals			the natural setting and the ingredients	several pack-shots including the whole line extension in the	used to boost the image of natural beauty (little make)		white and purple/blue (in line with package design)	
Natura Ekos	natural products with ingredients from the Amazon			Amazonas setting and people extracting the ingredients and the copy (text and voice)	2-3 pack-shots per ad			colors are few and non prominent, but consistent with color	
Natura Chronos	anti-aging					several normal people in action, often in the background of a		no strong colors. Latest campaign in black and white	
Nivea Creme				Music. Different People interacting in shifting scenarios	use of product in action in various scenarios			few colors. blue and white (in line with package design)	
Dove pro age	pro age product line		normal people in different ages being bare naked				text	grey is the only color	
Pond's	age miracle, flawless white			romantic story-telling where the guy tries to woo the girl		a couple in love			few, some red or pink details (in line with package design)

Other visuals and Endorsement

		other visuals		Type of Endorsement				Use of Endorsement			
		few	many	Glocal	Global	Local	Other	brand support	brand presentation	brand usage	brand identification
								Passive visuals of the endorser separate from product	endorser showing and/or presenting the product	endorser is using the product	endorser conveying brand values
Avon Solutions	am pm, Reese Witherspoon campaign	home setting and studio			Reese Witherspoon (actress)			day vs night	presents the Avon brand		
Artistry	Miss America and Sandra Bullock promotional videos	studio environment		Sponsors Miss America, who is endorsing products	sandra bullock as spokesperson for the brand			behind the scenes of the photoshoot	Miss America talks about the benefits of the product and that		Sandra Bullock supports the values of the brand and quality
Avon Anew	Emulsion, Ultimate Night, Reversalist (all anti-age)	studio environment					models, often several per ad	Posing and looking into camera			
Avon Clearskin	professional, miss universe campaign	studio environment, full-screen text and graphics setting			Miss Universe 2009		professional dermatologist	Posing and looking into camera	part of displaying the process		
Mary Kay (ds)	timewise skin care collection (anti-age)	plain white background (graphic setting)					models of different ethnicities	in action and posing			
Oriflame	Aqua-Rhythm	studio "fake" home environment					regular model?			applying product on skin, flipping through the catalogue	
Artistry Essentials	Promotional videos/adverts	model reflections in background, graphics of the "essential					model	Posing and looking into camera			
Dove beauty bar	Moisturizing soap bar	plain white background (graphic setting)					natural looking women			shown using the product to compare with another product	
Garnier	Ultra-lift, (Vital Restore, Clarify, Skin Renew)		graphics of the natural ingredients, settings with bilingual text			Silvia Navarro (Mexican actress), Maria De la Cruz	regular models		endorser presenting the functionality and performance		
L'oréal Paris Youth Code	anti-age 35+	black studio environment with graphic murals details					models of different ethnicities (blonde, asian, black)	posing close-ups on face			
L'oréal Paris Revitalift	anti-age 40+	mostly studio environment and graphic settings		Andie MacDowell (American model and actress)	Rachel Weisz (British actress)			posing into camera	presenting her needs, (and the product and results)		
L'oréal Paris Age Perfect	anti-age 50+	home or outdoor setting, graphics to illustrate			Diane Keaton (American actress)				presenting the product functionality and results		
Olay	total effects, Regenerist, Definity	mostly graphics settings with focus on product function					skin therapist, multi-ethnic models (caucasian, black and asian)	close-ups on face	sometimes: displays product preference		
Nivea Body	sun-kissed, smooth sensation, happy sensation, sense of well-being		ingredients graphics, home and social settings	Gisele Bunchen in Brazil (Nivea Sun). Music collaborations	Rihanna singer (tour sponsorship), Natasha Bedingfield singer	100 local models as spokespersons.		in action in social settings		applying on skin	
L'oréal Paris Age re-perfect	anti-age 60+	home setting			Jane Fonda (American actress)			in-action visuals	presenting product functionality. Recommendation		
Avon Solutions (new)	youth minerals	nature setting, ingredient images					model	neutral expressions (no smiling!), both in-action and looking only shown a couple of seconds: smiling and looking content			
Natura Ekos	natural products with ingredients from the forest	passive and independent visuals of a model for a few seconds					normal model				
Natura Chronos	anti-aging	various home and nature settings					various normal people of age between 30 to 60	people in action or interacting with each other			
Nivea Creme		outdoor settings, but always the people in focus					people of varying age and gender interacting				Rihanna: communicated as ambassador for the brand
Dove pro age	pro age product line	studio setting with grey backdrop					normal women of different ages	sitting naked full body looking into camera with neutral			endorser convey being comfortable and feel beautiful as they
Pond's	age miracle, flawless white settings	various outdoor settings				Indian Bollywood actresses: Priyanka Chopra, Saif Ali Khan		interacting with each other in story-telling			

Copy, Slogan, Logo and Audio

		Copy/script		Slogan/punch line		Use of Logo		Music/Audio		Voice
		informational	transformational	informational	transformational	Prominent	Discrete	slow tempo	up-tempo	
Avon Solutions	am pm, Reese Witherspoon campaign	explains the convenience and function of the product			"hello tomorrow"	full-screen in beginning. In-screen logo in middle shot of beginning.			electronic background beats	external presenter presenting the product. Female, calm, endorser's voice only.
Artistry	Miss America and Sandra Bullock promotional videos	miss america talks about the functional benefits of the product	Sandra Bullock talks about the values of the brand and the product	none	none	Artistry and Miss America logo together full screen in beginning.			electronic repetitive beats	external presenter. Female, confident, energetic, fast
Avon Anew	Emulsion, Ultimate Night, Reversalist (all anti-age)	function and how the product works		individual campaign slogans followed by "call it all day to your skin."	"use clearskin, for great skin"	beginning: full screen centered, end: in-screen bottom with full screen in beginning.			own electronic pop with background beats	external presenter. Female, confident, energetic, fast
Avon Clearskin	professional, miss universe campaign	presenting the problem, process and function		"use clearskin, for great skin"		full-screen in beginning. ending frame in-screen with full screen in beginning.			background. Energetic pop	endorser and external presenter. Female, calm, confident
Mary Kay (ds)	timewise skin care collection (anti-age)	functionality, explaining the house business and product formula and functionality			"your way to beautiful", "think about it. Think about it."	mainly only as ending frame together with the pack shot of the product.			light, positive, electronic background beats	external presenter. Female, young, energetic, fast
Oriflame	Aqua-Rhythm	product formula and functionality		"infinitely youthful skin"		in-screen small in corner with formula presentation on centered full-screen starting and ending frame			positive, light, background beats	external presenter. Female presenting product
Artistry Essentials	Promotional videos/adverts	formula, ingredients and functionality		helps skin stay strong, feel healthier and look younger. Sunday for					electronic repetitive beats	Female, sophisticated, futuristic
Dove beauty bar	Moisturizing soap bar	makes the comparison and explains how Dove is different		none	none			no logo. Product shown as ending frame often with web briefly last seconds with slogan. Small, often in lower corner.	humorous and facile sounds	external presenter. Female, young, positive
Garnier	Ultra-lift, (Vital Restore, Clarify, Skin Renew)	product ingredients, attributes and function		"tough on wrinkles, gentle on skin"	"Take Care",				positive, happy background beats	often male external presenter, but endorser speaking in external presenter.
L'oréal Paris Youth Code	anti-age 35+	product functionality and the science behind it			"because you're worth it"	various ways in ending: full-screen centered in screen			sound effects, mystical sounds and beats	external presenter. Female, mature, neutral
L'oréal Paris Revitalift	anti-age 40+	product functionality and the science behind it			"we're worth it"	in-screen with pack-shot small at bottom in the beginning. in-screen			classical or low-volumed lounge background music	external presenter (male or female) and endorser
L'oréal Paris Age Perfect	anti-age 50+	product functionality, why it works and results			"we're worth it"	in-screen with model or pack-shot small non-centered in beginning			talking -> low-volume background beats or generic, background "lounge-like" music, often only count	external presenter (male or female, fast energetic) but external presenter. Female, soft, sophisticated
Olay	total effects, Regenerist, Definity	product effects			"love the skin you're in" -> "challenge what's possible"	beginning: often in-screen very small in corner. End: in-screen, ending screen: centered logo on white background				external presenter. Female, soft, sophisticated
Nivea Body	sun-kissed, smooth sensation, happy sensation,	product function and ingredients			"Beauty is [...] Beauty is Nivea" -> "touch. And he touched."	centered logo on white background			in focus. romantic, acoustic	external presenter. female, soft, slow
L'oréal Paris Age re-perfect	anti-age 60+		"confidence grows by age", "it's the future of my skin and yours"		"we're worth it"	in-screen with pack-shot large at top in the end			background violin	external presenter (male), but endorser speaking in focus
Avon Solutions (new)	youth minerals	ingredients, formula, effect, function,		call for action: "want it? Get it. Call..."		in-screen large at bottom both in beginning and ending			mystical, repetitive background beats	external presenter. female, very soft, calming
Natura Ekos	natural products with ingredients from the	presenting the natural ingredients, their origin and benefit			"bem estar bem", "take care of yourself, take care of the world"	centered full-screen opening frame and full-screen ending				external presenter. Male and female, calm voice, almost whispering
Natura Chronos	anti-aging	age doesn't define who you are, age is how you feel and the Music throughout ad. copy: brand name and slogan		100 years of skin care for life. (2008: wherever skin needs care)	"bem estar bem", "there is no right age to be yourself" -> "even 100 years of skin care for life."	old campaign only ending frame with blue background of ending screen: centered logo inside blue circle			almost no music, soft keyboard in background	external presenter. Male, low calm voice, almost whispering
Nivea Creme									in focus. harmonic, happy, celebrational	external presenter. Female, soft, slow
Dove pro age	pro age product line		contrasting text: "too old to be in an anti-ageing ad" -> "new dove story-telling"		"beauty has no age limit"			Only small centered logo symbol (the bird) as ending frame with in-screen next to pack shot in the end	Spanish "Tango", fast guitar	external presenter. Female, mature, slow, soft
Pond's	age miracle, flawless white				"miracles happen"				playful, romantic, sophisticated	external presenter (female, soft, sophisticated)

8.2.2. CCS Lipstick & Gloss

Advertising Appeal and Key Message Dimensions

CCS Lips		STRATEGIC CONTENT					Key message = WHAT IS COMMUNICATED?	
		Advertising Appeal = WHAT'S THE OBJECTIVE?						
		Sales-oriented	Persuasion-oriented	Involvement-oriented	values resonance:	Salience-oriented	Inspiring	Reaffirming
		directly measurable short-term tactical model, generate sales	moving customers through a sequential process (AIDA), aiming to convince through product facts and benefits, demonstrate product	lifestyle resonance: engagement through lifestyle portraying creates an emotional response	engagement through ideals/values creates a strong emotional response	Create salience through highlighting a product being radically different. Or the ad itself.	positive, intrinsic motivation (aspiring)	often negative and/or extrinsic motivation (problem-focused)
Brand	Notes							
Artistry	promo-videos with Miss America	product endorsement by miss america	Endorsement speaking well about the brand and its values				"true beauty comes from within"	
Avon Color	pro-to-go, duo lipstick, mega impact, spectracolor, moisture seduction	high product focus + catalogue and call for action	persuade about product effect through demonstrating usage of product	glamorous and hectic lifestyle of Reese Witherspoon				innovations provide you with convenient and effectful products
L'Oréal	Infallible, glam shine, color riche	large product focus	endorser communicates and demonstrates product quality	glamorous lifestyle of famous singers				high-quality products with a very wide range of shades to fit you
Mary Kay (ds)	color products and the make-up box	call for action to visit web site and contact a consultant, product focus		the active and experimental young woman			being independent and doing things your way ("find your way to beautiful", "shop	
Oriflame	Wondercolor, very me clickit, very me lipstick, triple core, powershine lipgloss							
Maybelline	Super stay, Color sensational, forever metallic, moisture extreme	large product focus	lipstick/gloss that stays on longer, large variety of shades	young active urban woman				lipstick/gloss that stays on longer, large variety of shades
Revlon	Just bitten lipstick, colorburst lipstick, colorstay ultimate lipstick		innovative multi-attribute products	sophisticated, high-class lifestyle				innovative multi-attribute products
Max Factor	Color collections, curve effect lip gloss, lipfinity		high-quality innovative solutions for your lips, large variety of shades	professional life of a model				high-quality innovative solutions for your lips used by professionals, large variety of shades
Covergirl	Lipperfection, Outlast lipstain, outlast lipcolor,		product functionality: smoothes and stays on your lips, large variety of shades	endorser lifestyle (Drew Barrymore) transcends, young active confident female				product functionality: smoothes and stays on your lips, large variety of shades
Rimmel	Lasting finish, infinite color, cool shine lipstick		product functionality: color and hold	endorser lifestyle (Kate Moss) transcends, trendy young active female				product functionality: color and hold
Shiseido	Integrate lipstick			sophisticated luxury lifestyle of Angelina Jolie	presents the ideal of sophisticated and luxurious beauty through Angelina Jolie	ad stands out through having almost no copy and only showing visuals of endorser	feeling of ultimate sophistication and luxury portrayed by Angelina Jolie	
Natura	Natura Una				questions why we use make-up: (to express ourselves)		make-up is a means of expressing ourselves, "Natura is the best way to express yourself"	

Message Strategy

CCS Lips		Message strategy = HOW IS IT COMMUNICATED?							
Brand	Notes	Informational					Transformational		
		comparative advertising (compares to competing brands)	Unique selling proposition (property unique for the brand)	pre-emptive (superior attribute without comparison)	hyperbole (exaggerates attribute's superiority)	generic (problem-solving abilities)	User image (portrays user's personality - the consumer is the hero)	Brand image (portrays brand's personality - the brand is the hero)	Generic (benefits shared among other brands)
Artistry	promo-videos with Miss America		unique attributes (mirror and light)			product functionality and use			
Avon Color	pro-to-go, duo lipstick, mega impact, spectracolor, moisture seduction		always an innovative attribute in focus (7-in-1, moisturizing, easy to use, etc)	innovations make it perceived as superior					
L'Oréal	infallible, glam shine, color riche	nr.1 lipstick in the world	best quality and very wide range of shades			lipstick that holds		endorser image transcends, creates a luxurious, glamorous brand image	
Mary Kay (ds)	color products and the make-up box		range of product and the all-in-one make-up box			convenience of the range of products		Mary Kay helps you experieiment with your looks and enables you to change looks often	
Oriflame	Wondercolor, very me clickit, very me lipstick, triple core, powershine lipgloss								
Maybelline	Super stay, Color sensational, forever metallic, moisture extreme	"stays on 6 times longer"	stays on longer			lipstick that holds			
Revlon	Just bitten lipstain, colorburst lipstick, colorstay ultimate lipstick		multi-attribute innovations (lighweightfeel and color, linstain+balm_etc)	"lip color like you've never felt before"		color, moisturizing, light feel			
Max Factor	Color collections, curve effect lip gloss, lipfinity		"designed by experts"			lasting colors, moisturizing		a make-up brand for professionals	
Covergirl	Lipperfection, Outlast lipstain, outlast lipcolor,	"nr.1 in the US"				stays on longer, smoothens lips, large variety of shades			
Rimmel	Lasting finish, infinite color, cool shine lipstick	50% more color and 70% more moisturized lips				color and hold			
Shiseido	Integrate lipstick							endorser image transcend over to brand, creates a luxurious, very sophisticated brand	
Natura	Natura Una							Natura as the best way to express yourself	

Reasons-to-believe

CCS Lips

		Reasons-to-believe = HOW IS THE MESSAGE SUPPORTED?					
		Rational			Emotional		
Brand	Notes	Technical (support the product effect through telling why/how it works)	Social Proof (support the product effect through showing/stating that other people like it)	Functional (support the product effect through focusing on result)	Emotional (When you buy/use this brand you will feel ___) (e.g. safe in a Volvo) - temporary state	Self-expressive (when you buy/use this brand you will be ___) (e.g. creative and trendy by using Mac) - more permanent state	Social Belonging (when you buy/use this brand you will feel a belonging to ___) (e.g. good golfers by playing titleist pro v1)
Artistry	promo-videos with Miss America		recommendation from miss america	product functionality			miss america uses the same products, connection to beauty pageants
Avon Color	pro-to-go, duo lipstick, mega impact, spectracolor, moisture seduction	product attributes + technology (mega impact)	extralasting: "75% of 52 women agreed" (small text in-screen)	large focus on convenience and smart solutions, functional	innovative, trendy		
L'Oréal	Infallible, glam shine, color riche	power hold pigments and vitamins behind the functionality	endorsers using and recommending the product	10 hour hold		glamorous, luxurious	connection to famous singers that use the product
Mary Kay (ds)	color products and the make-up box			generic product functionality (long-lasting, confidence-building color)	confident, convenience	young, trendy, active	
Oriflame	Wondercolor, very me clickit, very me lipstick, triple core, powershine lipgloss						
Maybelline	Super stay, Color sensational, forever metallic, moisture extreme	"micro-flex technology", stays on for 6h, 12h, 24h, "nourishing nectar hydrates"		functionality: great color and shine that stays on		trendy, urban, active	
Revlon	Just bitten lipstick, colorburst lipstick, colorstay ultimate lipstick	"patented color stay technology", "food proof up to 6 hours"		"lightweight feel and intense color", "light flush of color and moisturizing balm"		sophisticated	
Max Factor	Color collections, curve effect lip gloss, lipfinity	designed by experts, special product design leaving a better result	"121 women tested. 93% agree"	moisturizing, lasting colors			connection to professional make-up artists and catwalk models
Covergirl	Lipperfection, Outlast lipstick, outlast lipcolor,	smoother lips in 7 days, lasts up to 16h	nr.1 selling lipstick in the US	smoothenes and stays on		trendy, confident, active	connection to the celebrity endorsers (mainly Drew Barrymore)
Rimmel	Lasting finish, Infinite color, cool shine lipstick	"up to 50% more color and up to 8 hours of color wear", collagen and spf 20, "up to 70% more moisturized lips"		color, shine and hold		trendy and tough attitude	
Shiseido	Integrate lipstick					sophisticated, luxurious	connection to Angelina Jolie
Natura	Natura Una						

Product focus and colors

Brand	Notes	CREATIVE CONTENT						Common used colors	
		Main focus			Supporting focus			Bright	Dark
		product focus	model focus	other focus	product focus	model focus	other focus		
Artistry	promo-videos with Miss America		focus on the endorser talking into the camera		endorser holding the product, while talking about it			white, golden beige	
Avon Color	pro-to-go, duo lipstick, mega impact, spectracolor, moisture seduction	product pack-shots and model applying product				celebrity applying and wearing product in various settings			pink and red (in line with product color)
L'Oréal	Infallible, glam shine, color riche	several pack-shots, endorser applying product and showing off the result				endorser lifestyle and product use			dark grey and the color of the product
Mary Kay (ds)	color products and the make-up box		Focus on portraying the active lifestyle on a young woman and her applying the products.		showing off the range of products and the make-up box				pink and purple
Oriflame									
Maybelline	Super stay, Color sensational, forever metallic, moisture extreme	pack-shots, product application and close-ups on lips wearing it				applying product and visuals of her wearing it (close-ups)		pink and red on white background	pink and red on black background
revlon	Just bitten lipstain, colorburst lipstick, colorstay ultimate lipstick	pack-shots, close-ups on lips wearing it				celebrity endorser conveying sophisticated feeling and using product			little color at all
Max Factor	Color collections, curve effect lip gloss, lipfinity	pack-shots and experts applying on models					the professional environment of a model (catwalks and photo shoots)		grey and product matching color
covergirl	Lipperfection, Outlast lipstain, outlast lipcolor,		focus on endorser presenting and demonstrating the product		pack-shots, application			white backgrounds, color in line with products	
Rimmel	Lasting finish, Infinite color, cool shine lipstick		focus on portraying the endorser's lifestyle and attitude		pack-shots, application				black and white, color (e.g. red) in line with product design
Shiseido	Integrate		complete focus on Angelina Jolie		endorser applying product			light grey/silver	
Natura	Natura Una			the tradition of painting your face shown by different cultures and times		a model applying make-up			black backgrounds, white and red

Other visuals and Endorsement

Brand	Notes	other visuals		Type of Endorsement				Use of Endorsement			
		few	many	Global	Global	Local	Other	brand support	brand presentation	brand usage	brand identification
Artistry	promo-videos with Miss America	studio environment		Sponsors Miss America, who is endorsing products	sandra bullock as spokesperson for the brand			behind the scenes of the photoshoot	Miss America talks about the benefits of the product and that she uses it		Sandra Bullock supports the values of the brand and quality of product
Avon Color	pro-to-go, duo lipstick, mega impact, spectracolor, moisture seduction		product graphics, text, outdoor city settings common		Reese Witherspoon					applying the product and wearing it in outdoor city settings	
L'Oréal	Infalible, glam shine, color riche	studio setting		Doutzen Kroes (Victoria's Secret supermodel)	Gwen Stefani, Beyonce, Scarlett Johansen, Jennifer Lopez,			posing with product applied	endorser presents product	endorser applies and is wearing the product	glamorous, luxurious, high-quality
Mary Kay (ds)	color products and the make-up box	graphics, home setting					unknown models			applying the products	
Oriflame											
Maybelline	Super stay, Color sensational, forever metallic, moisture extreme		various settings, often outdoor with many frames switching fast	Christy Turlington (american model)			known models	posing with product applied		model applying the products	
revlon	Just bitten lipstain, colorburst lipstick, colorstay ultimate lipstick	dean outdoor settings			Jennifer Connelly, Jessica Biel, Jessica Alba, Julianne Moore			visuals of endorser posing and in-action		endorser is wearing the product	
Max Factor	Color collections, curve effect lip gloss, lipfinity	catwalk or photoshoot setting		Carmen Kass (estonian model), Emma Maclaren (british model)			other models	models appearing in an everyday professional setting		models having the product applied to them by professional make-up artists	
covergirl	Lipperfection, Outlast lipstain, outlast lipcolor,	dean studio setting,		Ellen DeGeneres, Dania Ramirez, Christobelle Grierson-Ryrie,	Drew Barrymore, Rihanna, Queen Latifah, and Taylor Swift				talking into camera and presenting product	applying product	endorser very much integrated with the product => strong associations between them
Rimmel	Lasting finish, infinite color, cool shine lipstick		outdoor social settings	Sophie Ellis-Bextor, Lily Cole, and Ayumi Hamasaki	Kate Moss			in-action and posing		applying product	endorser very much integrated with the product => strong associations between them
Shiseido	Integrate	blurry studio background			Angelina Jolie			endorser posing and showing her lips sensually		applying the product	endorser beams of sophistication and luxury
Natura	Natura Una		product range display as ending frame				people from various cultures. Model.			model applying the products	

Copy, Slogan, Logo and Audio

Brand	Notes	Copy/script		Slogan/punch line		Use of Logo		Music/Audio		Voice
		informational	transformational	informational	transformational	Prominent	Discrete	slow tempo	up-tempo	
Artistry	promo-videos with Miss America	miss america talks about the functional benefits of the product	Sandra Bullock talks about the values of the brand and the products	none	none	Artistry and Miss America logo together full-screen in beginning and ending			electronic repetitive beats	endorser's voice only: energetic, fast
Avon Color	pro-to-go, duo lipstick, mega impact, spectracolor, moisture seduction	explaining the product innovation and functionality		"only Avon's got it. Want it? Get it." (before: "hello tomorrow")			in-screen large at bottom or vertical at the side and on catalogue in ending frame		background, energetic lounge beats	female, positive, energetic,
L'Oréal	infallible, glam shine, color riche	product functionality			"because you're worth it"	in-screen small in corner at beginning and next to pack-shot and sometimes throughout whole ad.		mystical beats (color riche)	music beats from pop songs of the endorser	voice of the endorser.
Mary Kay (ds)	color products and the make-up box	product functionality and results			"find your way to beautiful at marykay.com or with your independent beauty consultant"	prominent on products, full-screen centered large ending frame			energetic pop songs	female, soft, kind, fast
Oriflame										
Maybelline	Super stay, Color sensational, forever metallic, moisture extreme	product functionality and results			"maybe she's born with it, maybe it's Maybelline"		in-screen with first pack-shot in beginning and in-screen with pack-shot in end		high-pace, energetic beats	female presenter with confident and fast voice
revlon	Just bitten lipstain, colorburst lipstick, colorstay ultimate lipstick	product innovation and functionality		N/A	N/A		in-screen small at corner bottom in beginning and ending		happy, choir humming along to a beat	female, energy,
Max Factor	Color collections, curve effect lip gloss, lipfinity	product functionality, use and result		"the make-up of make-up artists"			occasionally very brief opening frame large centered, always large centered full-screen as ending		energetic, electronic pop beats	female external presenter, fast speaking
covergirl	Lipperfection, Outlast lipstain, outlast lipcolor,	product functionality and result			"easy breezy beautiful covergirl"	in-screen with endorser small at side in beginning, large in-screen on top with model as ending			energetic, pop beats	endorser's voice sometimes accompanied by a dark male voice
Rimmel	Lasting finish, Infinite color, cool shine lipstick	product functionality			"get the London look"	large centered full-screen often with british flag as opening and ending frame			fast pace pop music	male, british, fast, energetic
Shiseido	Integrate		french song	N/A	N/A		small in corner in-screen with model in last frame	french female soft singer		female, almost whispering
Natura	Natura Una		"Natura invites you to think about why you paint your face"			full-screen centered as starting frame, centered as ending frame			dramatic drums then shifting over to opera singer	male, deep raspy voice

8.2.3. CCS Mascara

Advertising Appeal and Key Message Dimensions

CCS Mascara		STRATEGIC CONTENT Advertising Appeal = WHAT'S THE OBJECTIVE?				Key message = WHAT IS COMMUNICATED?		
Brand	Notes	Sales-oriented directly measurable short-term tactical model, generate sales	Persuasion-oriented moving customers through a sequential process (AIDA), aiming to convince through product facts and benefits, demonstrate product	Involvement-oriented lifestyle resonance: engagement through lifestyle portraying creates an emotional response	values resonance: engagement through ideals/values creates a strong emotional response	Salience-oriented Create salience through highlighting a product being radically different. Or the ad itself.	Inspiring positive, intrinsic motivation (aspiring)	Reaffirming often negative and/or extrinsic motivation (problem-focused)
Artistry	Miss America and Sandra Bullock promotional videos	product endorsement by miss america	Endorsement speaking well about the brand and its values				"true beauty comes from within"	
Avon Color	Super shock, Super Magnify, Super Extend, Spectralash, Super Curlacious	catalogue and large product focus. Call for action. Sometimes additional offers included (watch for 5 pounds)	persuade product effect through telling and demonstrating why and how it works.					longer and better-looking lashes through new product innovation
L'Oréal	Voluminous million lashes, extra-volume collagene, Lash architect, Telesonic	large product focus, website call for action	persuade about product effect through stating why it works	a glamorous, sophisticated lifestyle as portrayed by the endorsers				sophisticated high quality products that give your lashes more volume
Mary Kay (ds)	the make-up box	call for action to visit web site and contact a consultant, product focus		the active and experimental young/teenage woman			being independent and doing things your way ("find your way to beautiful", "shop	
Rimmel	Lash Accelerator, sexy curves, volume flash, max volume flash, volume extend, glow over	large product focus, call for action ("get the London look")	persuading through presenting product innovation and formula and demonstrating effect	urban, young, active woman				longer and better-looking lashes through product formula and design
Covergirl	Lash exact, volume exact, exact eyelights, LashBlast Fusion, Lashblast length, Lash	endorser "selling" the product	persuading through clearly demonstrating a problem and presents the product as the solution	drew Barrymore prominent endorser; young, active lifestyle				longer and better-looking lashes through product formula and design
Oriflame	Very me clickit, maxilash, 2FX	catalogue and large product focus. Call for action.		various sophisticated lifestyles				"all you need for beauty and more"
Revlon	GrowLuscious, Double Twist, CustomEyes		persuade through presenting product innovations and demonstrating effect, through visuals of	sophisticated lifestyles of the endorsers				new product innovations give you better-looking lashes
Maybelline	Volume express, one by one, hypercuri, falsies, XXL, Colossal, Stiletto, define-a-lash, lash discovery		persuade through presenting product innovations and demonstrating effect	Adriana Lima XXL (no copy, no product). Others: an active lifestyle filled with attitude and confidence				new product innovations give you better-looking lashes
Max Factor	Masterpiece Max, Lash extension effect, false Lash Effect		persuade product quality through professional modeling settings and demonstrating product effect	professional lifestyle of a professional model				high quality products used by professionals
Shiseido	Integrate Mascara			sophisticated luxury lifestyle of Angelina Jolie	presents the ideal of sophisticated and luxurious beauty through Angelina Jolie	ad stands out through having almost no copy and only showing visuals of endorser	feeling of ultimate sophistication and luxury portrayed by Angelina Jolie	
Natura	Natura Una				questions why we use make-up: (to express ourselves)		make-up is a means of expressing ourselves, "Natura is the best way to express yourself"	

Message Strategy

CCS Mascara

		Message strategy = HOW IS IT COMMUNICATED?							
		Informational					Transformational		
Brand	Notes	comparative advertising (compares to competing brands)	Unique selling proposition (property unique for the brand)	pre-emptive (superior attribute without comparison)	hyperbole (exaggerates attribute's superiority)	generic (problem-solving abilities)	User image (portrays user's personality - the consumer is the hero)	Brand image (portrays brand's personality - the brand is the hero)	Generic (benefits shared among other brands)
Artistry	Miss America and Sandra Bullock promotional videos		natural extracts key to product performance			product functionality and use			
Avon Color	Super shock, Super Magnify, Super Extend, Spectralash, Super Curlicious		product innovations: "only Avon's got it"	unique innovations give the impression of the attributes being superior	use of fake lashes and post-production editing	longer and better-looking lashes			
L'Oréal	Voluminous million lashes, extra-volume collagene, Lash architect, Telescopic		innovative formula and product		"creates breathtaking volume", lash inserts used to enhance effect	more volume for your lashes			
Mary Kay (ds)	the make-up box		range of product and the all-in-one make-up box			convenience of the range of products		Mary Kay helps you experiment with your looks and enables you to change looks often	
Rimmel	Lash Accelerator, sexy curves, volume flash, max volume flash, volume extend, glare away		product innovation and formula		lash inserts used, <u>ultra</u> lengthening	more volume and better-looking lashes			
Covergirl	Lash exact, volume exact, exact eyelights, LashBlast Fusion, Lashblast length, Lash		innovative products, formula			more volume and better-looking lashes			
Oriflame	Very me clickit, maxilash, 2FX		product innovations	unique innovations give the impression of the attributes being superior		more volume			
Revlon	GrowLuscious, Double Twist, CustomEyes		unique innovative products		dramatization of product effect	more volume and better-looking lashes		ad with pharell (2011): product makes you more desired by men	
Maybelline	Volume express, one by one, hypercurl, falsies, XXL, Colossal, Stiletto, define-a-lash, <u>lash discovery</u>		unique innovative products		lash inserts used	more volume and better-looking lashes			
Max Factor	Masterpiece Max, Lash extension effect, false Lash Effect		professional products	"spectacular looking length"		more volume and better-looking lashes			
Shiseido	Integrate Mascara							endorser image transcend over to brand, creates a luxurious, very sophisticated brand	
Natura	Natura Una							Natura as the best way to express yourself	

Reasons-to-believe

CCS Mascara

		Reasons-to-believe = HOW IS THE MESSAGE SUPPORTED?					
		Rational			Emotional		
Brand	Notes	Technical (support the product effect through telling why/how it works)	Social Proof (support the product effect through showing/stating that other people like it)	Functional (support the product effect through focusing on result)	Emotional (When you buy/use this brand you will feel___) (e.g. safe in a Volvo) - temporary state	Self-expressive (when you buy/use this brand you will be___) (e.g. creative and trendy by using Mac) - more permanent state	Social Belonging (when you buy/use this brand you will feel a belonging to___) (e.g. good golfers by playing titleist pro v1)
Artistry	Miss America and Sandra Bullock promotional videos		direct recommendation from miss america	product functionality			miss america uses the same products, connection to beauty pageants
Avon Color	Super shock, Super Magnify, Super Extend, Spectralash, Super Curlacious	"2 in 1 formula defines lashes for a super dramatic look", "1000 bristles brush", "interlocking fibres attach to your lashes",	"72% of 120 women agreed"	"amplifies the look of lashes giving you extra volume", "defines and magnifies"		Reese Witherspoon used in all advertisement => strong identification	
L'Oréal	Voluminous million lashes, extra-volume collagene, Lash architect, Telescopic	"hydra-collagen enriched formula", "voluminizing formula", "2 times bigger brush", "up to 12 times more lash impact"	"79% agree. Tested on 60 women"	more volume, no clumps. "lashes look longer, thicker, for a false lash effect"	high-quality,	sophisticated	
Mary Kay (ds)	the make-up box			generic product functionality (long-lasting, confidence-building color)	confidence, convenience	young, trendy, active	
Rimmel	Lash Accelerator, sexy curves, volume flash, max volume flash, volume extend, glam eyes	in every ad! "look up to 80% longer", "enriched with procapil, biotin and bamboo extract", "up to 70% more curl", "unique lock and load formula"	"9 out of 10 agree that lashes look remarkably long", "93% of 41 women agree"	volume, length		urban. Trendy, young, active, tough	
Covergirl	Lash exact, volume exact, exact eyelights, LashBlast Fusion, Lashblast length, Lash	"3X more volume", "elasta-nylon formula", "lashes look up to 80% longer", "fiber stretch formula", "make eyes	"women prefer it 4 to 1"	defined, volume and length		young, active, trendy	
Oriflame	Very me clickit, maxilash, 2FX	16X volume				sophisticated, but not clear in what way	
Revlon	GrowLuscious, Double Twist, CustomEyes	"a unique formula that complements your lashes' natural growth cycle", "a revelotinary 2-in-1 applicator"	"96% saw instantly longer lashes"	helps lashes grow stronger. Increases length and volume. "for massive volume and		sophisticated	
Maybelline	Volume express, one by one, hypercurl, falsies, XXL, Colossal, Stiletto, define-a-lash, lash discovery	"300% volume", "the revolutionary lash catcher brush", "catches, coats and de-clumps", "5X volume for 12 hours", "spoon flare		"makes lashes bolder and flirtier"		young, trendy, confident, active	
Max Factor	Masterpiece Max, Lash extension effect, false Lash Effect	"up to 400% volume"		"for spectacular looking length", volume and length in one"		professional	
Shiseido	Integrate Mascara					sophisticated, luxurious	connection to Angelina Jolie
Natura	Natura Una						

Product focus and colors

Brand	Notes	CREATIVE CONTENT						Common used colors	
		Main focus			Supporting focus			Bright	Dark
		product focus	model focus	other focus	product focus	model focus	other focus		
Artistry	Miss America and Sandra Bullock promotional videos		focus on the endorser talking into the camera		endorser holding the product, while talking about it			white, golden beige	
Avon Color	Super shock, Super Magnify, Super Extend, Spectralash, Super Curlacious	several pack-shots and application				Reese Witherspoon posing, close ups on eyes and applying product			dark grey, color in line with product design
L'Oréal	Voluminous million lashes, extra-volume collagene, Lash architect, Telescopic Explosion	Product formula, design, use and effect.				global celebrities posing, applying product			black background, color in line with product design
Mary Kay (ds)	the make-up box		Focus on portraying the active lifestyle on a young woman and		showing off the range of products and the make-up box				pink and purple
Rimmel	Lash Accelerator, sexy curves, volume flash, max volume flash, volume extend, glam eyes, day2night	product innovation, formula, and big focus on demonstrating effect				celebrities posing, demonstrating product			grey, color in line with product
covergirl	Lash exact, volume exact, exact eyelights, LashBlast Fusion, Lashblast length, Lash perfection		endorser in focus presenting the product		pack-shots, product application and eye close-ups demonstrating result			colors of the product dominating	
Oriflame						lifestyle portraying			
revlon	GrowLuscious, Double Twist, CustomEyes	pack-shots and product presentation and demonstration				global celebrities posing, applying product			dark grey backgrounds, color in line with product
Maybelline	Volume express, one by one, hypercurl, falsies, XXL, Colossal, Stiletto, define-a-lash, lash discovery	pack-shots and many close-ups on eyes and product being applied				models applying product and posing wearing product. Often key person in background story			black background, color in line with product design
Max Factor	Masterpiece Max, Lash extension effect, false Lash Effect			the modeling catwalk setting	product application, pack-shots and close-ups on eyes to demonstrate results				dark grey, black and white, if any color it is in line with product
Shiseido	Integrate Mascara		complete focus on Angelina Jolie		endorser applying product			light grey/silver	
Natura	Natura Una			the tradition of painting your face shown by different cultures and times		a model applying make-up			black backgrounds, white and red

Other visuals and Endorsement

Brand	Notes	other visuals		Type of Endorsement				Use of Endorsement			
		few	many	Global	Global	Local	Other	brand support	brand presentation	brand usage	brand identification
Artistry	Miss America and Sandra Bullock promotional videos	studio environment		Sponsors Miss America, who is endorsing products	sandra bullock as spokesperson for the brand			behind the scenes of the photoshoot	Miss America talks about the benefits of the product and that she uses it		Sandra Bullock supports the values of the brand and quality of product
Avon Color	Super shock, Super Magnify, Super Extend, Spectratash, Super Curtiacious	mostly clean studio environment. text graphics			Reese Witherspoon			posing and some in-action		applying and wearing product	
L'Oréal	Voluminous million lashes, extra-volume collagene, Lash architect, Telescopic Explosion	formula and product design graphics, studio setting		Aishwarya Rai (Bollywood actress and former miss World)	Eva Longoria, Jennifer Lopez, Penelope Cruz			posing and close-ups on eyes		applying the product	endorsers live a glamorous, sophisticated lifestyle
Mary Kay (ds)	the make-up box	graphics, home setting					unknown models			applying the products	
Rimmel	Lash Accelerator, sexy curves, volume flash, max volume flash, volume extend, glam eyes, day2night	studio + outdoor setting, London subway		Zoeey Deschanel (actress and musician), Sophie Ellis-Bextor (singer and model)	Kate Moss,			in-action and posing.		applying and wearing product	
covergirl	Lash exact, volume exact, exact eyelights, LashBlast Fusion, Lashblast length, Lash perfection	studio/graphics setting, graphic text			Drew Barrymore, Rihanna			in-action and posing	endorser presenting and demonstrating the product	applying and wearing product	
Oriflame				russian and ukrainian pop stars MakSim and Ani Lorak				visuals in-action	MakSim presenting	Ani Lorak, MakSim applying and wearing the product	
revlon	GrowLuscious, Double Twist, CustomEyes	outdoor settings			Jessica Alba, Jessica Biel			in-action and posing		applying the product	
Maybelline	Volume express, one by one, hypercuri, falsies, XXL, Colossal, Stiletto, define-a-lash, lash discovery		various outdoor settings (New York)	Kemp Muhi (american model and actress)	Adriana Lima (supermodel)	Emily DiDonato, Erin Wasson, Jessica White and Lisalla Montenegro (models)		in-action and interacting with things and people. Posing		applying the product	young and active models
Max Factor	Masterpiece Max, Lash extension effect, false Lash Effect	the catwalk/fashion show setting. visuals of eyes to demonstrate product effect		Carmen Kass (estonian model), Emma Maclaren (british model)				in-action and posing		having the product applied to them by a professional	
Shiseido	Integrate Mascara	studio with metallic walls and details			Angelina Jolie			endorser posing and looking sensually into the camera		applying the product	endorsers beams of sophistication and luxury
Natura	Natura Una	product range display as ending frame					people from various cultures. Model.			model applying the products	

Copy, Slogan, Logo and Audio

Brand	Notes	Copy/script		Slogan/punch line		Use of Logo		Music/Audio		Voice	
		informational	transformational	informational	transformational	Prominent	Discrete	slow tempo	up-tempo	Slow/soft	Fast/strong
Artistry	Miss America and Sandra Bullock promotional videos	miss america talks about the functional benefits of the product	Sandra Bullock talks about the values of the brand and the products	none	none	Artistry and Miss America logo together full-screen in beginning and			electronic repetitive beats		endorser's voice only: energetic, fast
Avon Color	Super shock, Super Magnify, Super Extend, Spectralash, Super Curlacious	product attributes, use		"only Avon's got it. Want it? Get it."	"hello tomorrow"	large in-screen at beginning, ending on catalogue and sometimes large in-screen with model as ending frame		lounge tunes as background audio			female, energetic, fast
L'Oréal	Voluminous million lashes, extra-volume collagene, Lash architect, Telescopic Explosion	product formula, design, use and effect			"because you're worth it"	in-screen with first pack-shot, large at top in-screen with last pack-shot, in-screen small			background stringed instruments and mysterious beats		male, deep voice talking fast
Mary Kay (ds)	the make-up box	product functionality and results			"find your way to beautiful at marykay.com or with your	prominent on products, full-screen centered large ending frame			energetic pop songs		female, soft, kind, fast
Rimmel	Lash Accelerator, sexy curves, volume flash, max volume flash, volume extend, glam eyes, day2night	Product presentation and demonstration			"get the London look"	full-screen centered with british flag background as starting and ending frame			fast pace pop music		male or female, british, fast, energetic
covergirl	Lash exact, volume exact, exact eyelights, Lashblast Fusion, Lashblast length, Lash perfection	Product presentation and demonstration			"easy breezy beautiful covergirl"	in-screen next to model with model's name in beginning and in-screen big at top with model as			energetic, pop beats		endorser's voice
Oriflame		product functionality and effect		"all you need for beauty and more"		on catalogue beginning and end and sometimes in the background inside the ad			often pop songs from the endorsing pop stars	female	female
revlon	GrowLuscious, Double Twist, CustomEyes	Product presentation and demonstration		"new Revlon [...] Mascara"		big at bottom in-screen with model in beginning, in-screen at bottom with model in end			electronic pop in background		female, energetic, fast
Maybelline	Volume express, one by one, hypercurd, falsies, XXL, Colossal, Stiletto, define-a-lash, lash discovery	product innovation, results			"maybe she's born with it, maybe it's Maybelline"	in-screen with model large at bottom in the beginning and in-screen large at bottom with model			pop in background		female, energetic, fast
Max Factor	Masterpiece Max, Lash extension effect, false Lash Effect	Product presentation and demonstration		"the make-up of make-up artists"			big full-screen as ending frame		energetic electronic pop/rocky beats		female, energetic, fast
Shiseido	Integrate Mascara		spanish tango-like music		"Shiseido"		small in corner in-screen with model in last frame	spanish tango-like music		female, almost whispering	
Natura	Natura Una		"Natura invites you to think about why you paint your face"		"the best expression of yourself"		full-screen centered as starting frame, centered as ending frame		dramatic drums then shifting over to opera singer	male, deep raspy voice	

8.3. A deeper look at global brand examples

Below follows a more in depth analysis for a few selected brands, included in the thesis as examples of how the analysis was being made.

8.3.1. CCS Advertisement

Oriflame

Strategic Content

SALES-ORIENTED

The focus on catalogue in beginning and end, highlight on a specific product functionality and call for action makes Oriflame advertising sales-oriented. Traditionally, no other brand has had the same big focus on catalogue as Oriflame. While other direct-selling brands are not showing a catalogue at all, Avon has been showing their catalogue in the end, but in Avon's new campaign "Beauty that delivers" the whole advertisement centers around the catalogue.

REAFFIRMING MESSAGE

The message circulates around the products by stating that Oriflame has everything you need for beauty, it solves a problem and offers convenience which makes the message reaffirming.

INFORMATIONAL STRATEGY

The advertisement aims at informing that a new catalogue is out and presentation of a new product and its functionality is in focus. Product innovation and uniqueness is pushed as the unique selling point and occasionally focus lies on portraying a wide assortment.

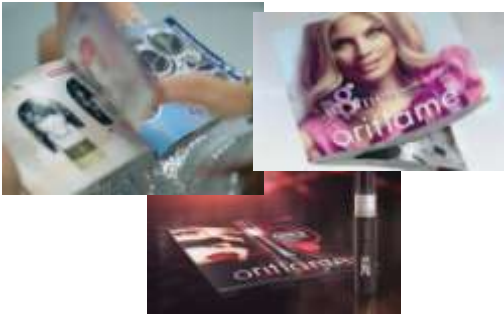
RATIONAL AND EMOTIONAL REASONS TO BELIEVE

Technical reasons to believe for demonstrating and persuading about the product functionality and effect is common, but not as frequent as for most brands in CCS.

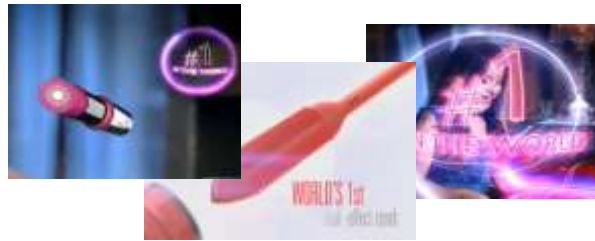
Oriflame’s advertising is also full of emotional reasons to believe. A lot of focus is put on portraying lifestyles that all have sophistication in common. However, these lifestyles vary between everything from a young urban star (Rimmel, Max Factor), experimenting teenager (Mary Kay) and red carpet star (L’Oréal) to a mischievous athletic thief (Maybelline), sensual flirting ladies (Revlon) and independent women (Avon). Similar to other brands in the category, Oriflame manages to create a general emotional impact (sophistication), but in contrast, the people being targeted varies between campaigns, which prevents the establishment of a clear image, personal connection and trust-building.

”THE ORIFLAME WAY” | Strategy examples

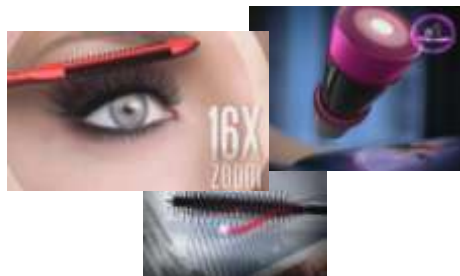
Oriflame’s sales-orientation derives from its large catalogue focus, the highlighting of a new specific product and call for action.



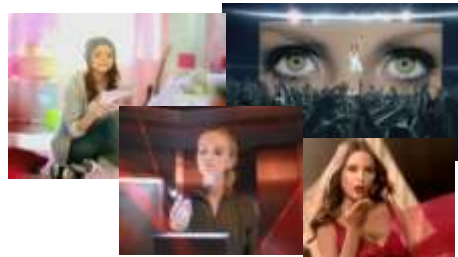
Oriflame’s most commonly communicated unique selling points are product innovation and uniqueness, forming an informational message strategy. Lips also have a strong focus on the generic benefit of a variety of shades and both categories have advertisement where the assortment is the unique selling point in focus.



Oriflame frequently employs technical and functional reasons to believe when demonstrating product effect.



Emotional reasons to believe portraying various different lifestyles are common support in Oriflame’s advertising.



Creative Content

LARGE **PRODUCT FOCUS** WITH INFORMATIONAL **COPY AND PUNCHLINE**

Product is being shown on catalogue cover in opening and ending frame,, then inside the ad in various forms together with a background or just the pack-shot and it is also being used by the model/endorser. The informational copy describes the product attributes, functionality and effect. Punch line "all you need for beauty" is also of the informational sort.

DARK AND BRIGHT BACKGROUNDS WITH PRODUCT **COLOR**

Dark backgrounds are most common for mascara, while bright backgrounds are the preferred choice for lips. Like for most CCS brands, colors are in line with the specific product and no brand colors are apparent.

OUTDOOR/HOME **SETTING** AND CATALOGUE

An outdoor setting is most common, followed by a home setting, while studio settings are rare. Text is not as frequently used as for other brands in CCS, but the catalogue gets a lot of attention.

LOGO IN BEGINNING AND END

The Oriflame logo is sometimes surprisingly discretely displayed in the advertisement compared to most brands in CCS. It appears on the cover of the catalogue when it is shown in beginning and end (sometimes only in end) and sometimes it is shown in the background somewhere inside the ad.

GLOCAL RUSSIAN/UKRANIAN POP SINGERS **ENDORSE**

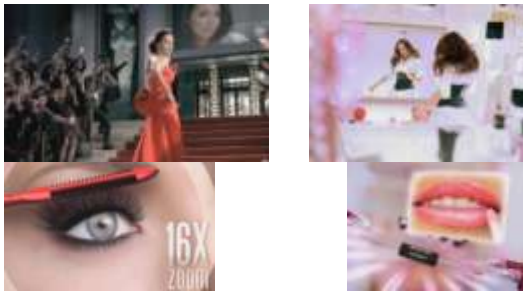
MakSim is the most active endorser also presenting and demonstrating the product (in Russia), while Ani Lorak is less active and Dima Bilan very passive in CCS advertising.

FAST POP MUSIC AND FEMALE, SOFT/STRONG EXTERNAL VOICE

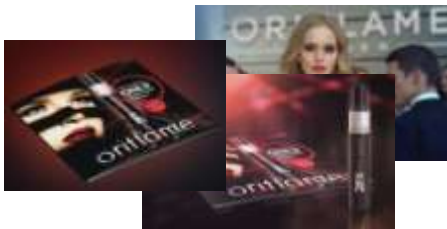
In line with most CCS brands, Oriflame uses mostly up-tempo and pop music, where songs from pop stars MakSim and Ani Lorak are used in the ads they endorse. A female external voice is used, sometimes soft and slow (Maxilash and wondercolor) and sometimes strong and fast (triple core, 2FX), which creates different moods.

”THE ORIFLAME WAY” | Tactics examples

*Oriflame follows the trend in CCS of mostly using **dark backgrounds** for mascara (often evening scenarios) and colors used are in line with product color, however bright backgrounds are most common for lips. A studio setting is rare, while outdoor and home settings are common.*

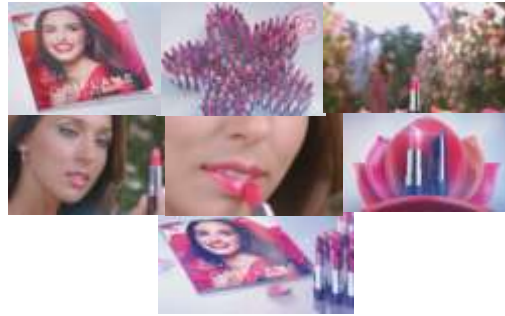


*The **Oriflame logo** is **prominent** through being shown on catalogue cover in beginning and end, and sometimes in the background inside the ad. However, occasionally the logo is only shown in end, which is less prominent than other brands.*

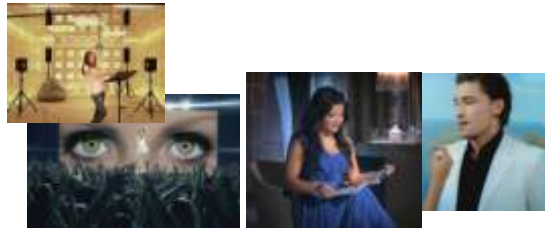


4/16/12

*Like most sales-oriented brands, Oriflame's **product focus** is **prominent** throughout the ads, although it is slightly higher than average.*



***Russian and Ukrainian pop stars** dominate Oriflame endorsement where singer MakSim (left) is the most active endorser.*



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AVON

Strategic Content

SALES-ORIENTED

The large focus on a specific product's attributes and functionality, highlighting of the catalogue in end and call for action make Avon advertising sales-oriented.

REAFFIRMING MESSAGE

The message circulates around the innovative product unique for Avon ("only Avon's got it"), its attributes and functionality.

INFORMATIONAL STRATEGY

The advertisement aims at presenting a new product and its functionality, with catalogue visual and call for action in the end. Product innovation and uniqueness are pushed as unique selling points.

RATIONAL AND EMOTIONAL REASONS TO BELIEVE

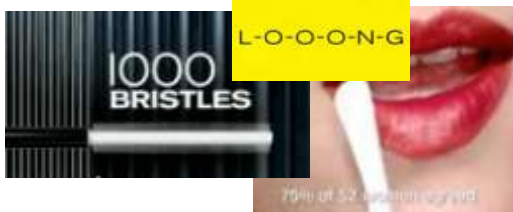
Extensive technical reasons to believe are accompanied by occasional social proof (72% of 120 women agreed") and functional support focusing on the end result. Through using celebrity Reese Witherspoon in almost all CCS advertisement, a self-expressive emotional reason to believe appears through the strong identification with her, where her active image and personality transcend over to the brand due to the high continuousness. This could arguably contribute to why Avon's brand clarity is more even across markets and why they have a higher score on personal connection than Oriflame on most markets where the two compete.

AVON | Strategy examples

AVON's **sales-orientation** derives from its large product focus, accompanied by catalogue visuals and clear call for action.



AVON's **reasons to believe** are very **technical** (left) due to the presentation and demonstration of new innovations, but functional support (middle) and social proof (right) are also common reasons to believe.



4/16/12

AVON's unique selling points are product innovation and uniqueness, forming an **informational message strategy**. The innovation is in focus in both mascara and lips and in most advertising the uniqueness is being pushed through stating that "only AVON's got it".



Celebrity Reese Witherspoon's image and personality transcend over to the brand creating a **self-expressive emotional reason to believe**, due to her continuous presence in almost all CCS advertisement.



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Creative Content

LARGE PRODUCT FOCUS WITH INFORMATIONAL COPY AND PUNCHLINE

Product is the main focus throughout the advertisement. The innovation and uniqueness of the new specific product is presented and demonstrated through an informational copy and ad ends with catalogue shot with product on the cover and the informative call for action "want it? Get it." as most common punch line (earlier: "Hello Tomorrow").

DARK AND BRIGHT BACKGROUNDS WITH PRODUCT COLOR

Dark backgrounds are most common for both mascara and lips, but bright backgrounds do exist in both. Like for most CCS brands, colors are in line with the specific product and brand colors dark grey and pink are not as apparent.

OUTDOOR **SETTING** AND CATALOGUE

Mostly outdoor settings where endorser is on the go, but also home settings are common. In line with other brands in CCS, text is commonly used to reinforce rational reasons to believe. All advertisement ends with visuals of the catalogue and yellow cabs are recurring images.

LOGO IN BEGINNING AND END

AVON's logo is displayed large in-screen with the endorser in the beginning of the ad and on the cover on the catalogue in end. Sometimes, it is also displayed large in-screen with endorser in end and it is often prominent on the product package inside the ad.

GLOBAL ACTRESS REESE WITHERSPOON **ENDORSE**

Hollywood actress Reese Witherspoon is used in all CCS advertisement as a brand ambassador, seen using the product and demonstrating product effect. However, she does not present the product herself. Although advertisement often shows outdoor visuals of her on the move, the portrayal of a story or a lifestyle appears relatively weak. This could perhaps be explained by the large portion of focus put on the product, rather than on the endorser.

BACKGROUND LOUNGE **MUSIC** AND FEMALE, YOUNG EXTERNAL **VOICE**

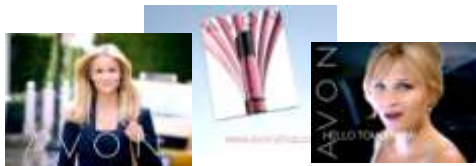
Unlike most brands in the category, AVON does not use pop music in their advertisement. Actually, music is not prominent at all in the ads, but instead discrete lounge music beats are played in the background. An external female, young and fast speaking voice is always used.

AVON | Tactics examples

Backgrounds are mostly **dark** and **colors are in line with the specific product**, which is the trend for most brands in CCS.



AVON's logo is shown **large in-screen** together with the endorser in the beginning (left), on the **cover of the catalogue** in the end (middle) and occasionally **with the endorser** again as ending frame (right).

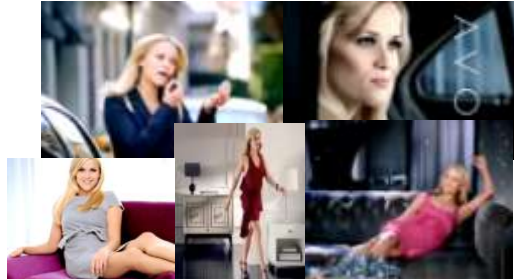


4/16/12

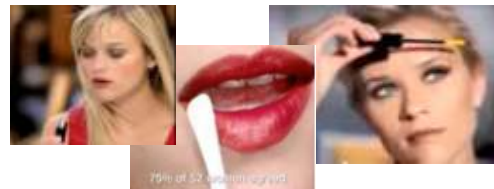
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Outdoor settings with the endorser on the move are common visuals often with images of **yellow cabs**, but home settings are also frequent.



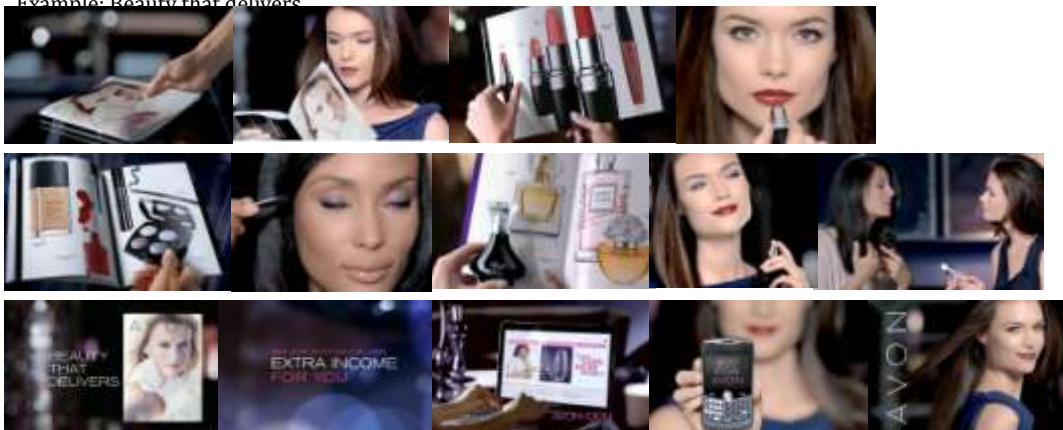
Global actress and AVON ambassador Reese Witherspoon is seen applying and wearing the product in various scenarios in the advertisement, but never presents the product herself.



AVON | New approach (2011): "Beauty that delivers"

AVON's new advertising (2011) is **even more sales-oriented with an informational approach**. In the same advert, they are communicating the convenience of buying cosmetics direct and the opportunity to start selling yourself, which targets both consumers and potential consultants. **The ad centers around the catalogue** and shows the variation of products in it, while the models still interact with and use the products. The ad finishes off with the traditional call for action, only more illustrated, and the traditional in-screen logo ending frame.

Example: Beauty that delivers



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L'Oréal

Strategic Content

SALES-ORIENTED

Like most of the brands in CCS, L'Oréal has a large product focus aiming at persuading about product effect, which makes it sales-oriented.

REAFFIRMING MESSAGE

High quality, sophisticated products that will make you look more beautiful longer appeals to our extrinsic positive motivation and is reaffirming.

INFORMATIONAL STRATEGY

L'Oréal's unique selling point is product and formula innovation at a high quality. The strategy is also informationally generic since it focuses on problem-solving abilities like lipstick that holds or mascara that make your lashes longer. It is also comparative by stating that a product is number 1 in the world and they use hyperboles (exaggerating product attribute) like "breathtaking volume" and use fake lashes in the advertisement to enhance effect.

RATIONAL AND EMOTIONAL REASONS TO BELIEVE

Reasons to believe are very technical often describing the formula and the details of what is new and unique with the product innovation. Lips are far less technical than mascara and focuses more on functionality such as a large variety of shades to fit you and long hold. Social proof (79% agree) is used and a large focus is put on functionality and end effect. Global celebrity endorsement portraying a feeling of glamour and sophistication ads an emotional reason to believe.

L'ORÉAL | Strategy examples

Celebrity beauty ideals are used to appeal to our positive extrinsic motivation of wanting to look better, which makes the **message reaffirming**.



Generic problem-solving abilities such as color hold and a variety of shades to fit you are commonly used as **informational strategy in lips**.

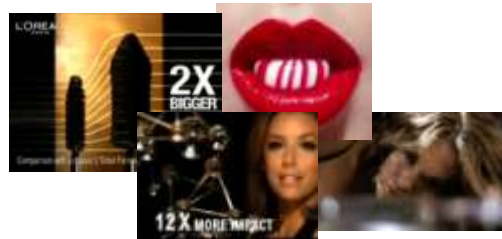


4/16/12

The informational strategy is constituted by a **large focus on formula and product innovations**, however mostly common in mascara.



Reasons to believe are very **technical** (mostly for mascara) and **functional** (dominating in lips), but the celebrity endorsements also portray a feeling of glamour and sophistication.



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Creative Content

LARGE PRODUCT FOCUS WITH INFORMATIONAL COPY AND PUNCHLINE

The advertisement centers around the product and both visuals and copy focus on the product. The copy explains the technicality behind the formula and product as well as demonstrates the end effect, while the slogan/slogan "Because you're worth it" is transformational.

DARK BACKGROUNDS WITH PRODUCT COLOR

The advertisement is dark with black or dark grey backgrounds and the colors used are in line with the colors of the product.

STUDIO SETTING AND GRAPHICS

Studio settings are the dominating settings and graphics are occasionally shown (especially in mascara) to illustrate the formula or product innovation and to demonstrate the effect.

LOGO IN BEGINNING AND END

The L'Oréal logo is shown relatively small non-centered in-screen in the beginning often together with the first pack-shot. A more prominent logo is shown towards the end where it often covers the upper edge of the ad in-screen with another pack-shot. However, it is not very regular, in some ads the logo is shown small in the corner throughout the ad and other times it is only shown in the last frame.

GLOBAL CELEBRITIES APPLYING AND WEARING PRODUCT

L'Oréal employ globally famous Hollywood stars like Penelope Cruz and Eva Longoria as endorsers, but global music stars like Beyoncé, Gwen Stefani and Jennifer Lopez are used even more. They are seen applying the product and wearing the product, often just posing for the camera and not involved in any story or situation.

UP-BEAT STRINGED AND POP MUSIC, EXTERNAL MALE AND ENDORSER VOICE

Music is generally up-beat with background stringed instruments being common for mascara and pop songs (from the endorser) commonly used in lips. In mascara an external deep and fast speaking male voice is used, while in lips it is common that the voice of the endorser is used.

L'ORÉAL | Tactics examples

Backgrounds are mostly very dark and existing colors are in line with the product color.



The L'Oréal logo is commonly shown smaller on the side in-screen with the product in the beginning and larger with the product again in the end. However, irregularities are common and the logo display differs between campaigns and products.



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Studio settings are most commonly used and graphics are occasionally used to illustrate technicalities or demonstrate effect.



Global movie and music celebrities are seen applying and wearing the product, but are rarely seen participating in a story or situation.



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Natura

Strategic Content

INVOLVEMENT-ORIENTED

Natura Una involves through raising the question of why we paint our faces and displays various customs and traditions of painting the face in different cultures.

INSPIRING MESSAGE

The message that we paint our face as a means for us to express ourselves appeals to an intrinsic positive motivation and is inspiring. Natura Una manages to leverage on the message through the slogan “the best way to express yourself”.

TRANSFORMATIONAL STRATEGY

The advertisement centers around the tradition of face painting and then ties in the brand as the hero, enabling you to express yourself. The main advertisement has later been followed up by shorter adverts mainly visually showing off the product and presenting the message, but the brand image is still in center and there is no additional information about the products.

EMOTIONAL REASONS TO BELIEVE

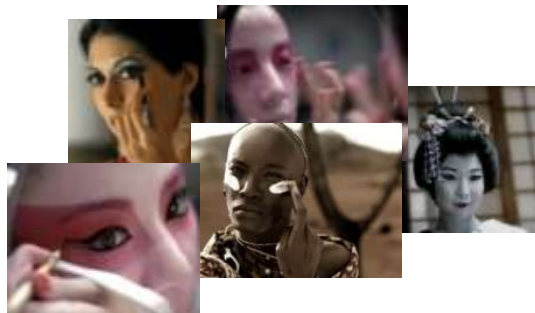
Natura Una's reasons to believe are very emotional, since no copy or information related to the products are included in the advertisement. However, a wide assortment of products and shades are displayed in the advert.

NATURA UNA | Strategy examples

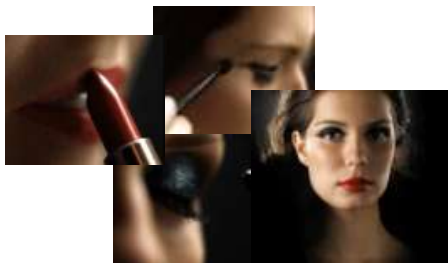
Natura Una involves through raising the question "from where comes this desire of painting your face?"



The ad starts off and inspires through showing various customs of painting the face as a means of expressing ourselves.



The message strategy becomes transformational through presenting the brand as the hero enabling you to express yourself in your way.



Reasons to believe are very emotional. No product copy or information is presented, but the assortment of products and shades are shown, which adds a rational aspect.



Creative Content

SMALL PRODUCT FOCUS WITH TRANSFORMATIONAL COPY AND PUNCHLINE

Product focus is small but it is existing. The products are shown being used by a woman "expressing herself" and pack-shots are displayed to communicate a wide assortment of products and shades. Copy is very short and deals with the message, not the products and the punch line "the best way to express yourself" is transformational.

DARK BACKGROUNDS WITH NO COLOR

The advertisement is very dark with black backgrounds and the colors are very natural with no additional colors used other than the actual makeup.

STUDIO SETTING

The visuals of people painting their face vary between different settings, while the rest of the advertisement is in a studio where the background is black.

LOGO IN BEGINNING AND END

The normal Natura logo is shown full-screen as opening frame and the Natura Una logo is shown smaller centered with a range of products around it as ending frame.

A NORMAL MODEL APPLYING PRODUCTS

There is no celebrity used as endorser, instead a normal model is seen applying makeup products on herself.

DRUMS AND OPERA MUSIC AND MALE, CALM EXTERNAL VOICE

Music starts off with energetic drums to enhance the effect of the various cultures painting their face and when a woman is shown applying makeup, a female opera singer is used. The voice conveying the message is a male, dark and calm voice.

NATURA UNA | Tactics examples

Backgrounds are very dark and only colors are the ones from the actual makeup.



*The setting of the people from various cultures differ, but the rest of the advertisement is in a **studio setting** with a black background.*



*The normal Natura logo is shown full-screen as opening frame and the Natura Una logo is shown smaller centered with a range of products around it as **ending frame**.*



No celebrity endorsement, a normal model is seen putting on makeup.



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8.3.2. SKC Advertisement

Oriflame

Strategic Content

SALES-ORIENTED

The large focus on product, highlighting catalogue and call for action makes Oriflame advertising sales-oriented.

REAFFIRMING MESSAGE

The message circulates around the product functionality and effect of being more beautiful by having a better skin, which appeals to our positive extrinsic motivation and is thus reaffirming.

INFORMATIONAL STRATEGY

The advertisement partly aims at informing that a new catalogue is out, but presentation of a new product and its functionality is in focus. Product and formula innovation based on natural ingredients is pushed as the unique selling point.

RATIONAL REASONS TO BELIEVE

Oriflame's reasons to believe are very technical with the common use of stating specific technology in combination with natural ingredients. Functionality and end effect is highlighted through graphic illustrations or text statements (81% instant lifting, skin 70% firmer).

”THE ORIFLAME WAY” | Strategy examples

Oriflame's **sales-orientation** derives from its large product focus, the highlighting of a new catalogue and call for action. Its message centers around the product making you more beautiful and is thus **reaffirming**.



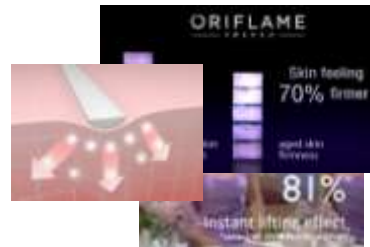
Oriflame's **unique selling point is product and formula innovation based on natural ingredients**.



Oriflame frequently employs very **technical reasons to believe** such as illustrating e.g. the product technology and formula.



In addition, **functional reasons to believe** are common, where the product effect is illustrated or demonstrated.



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Creative Content

LARGE PRODUCT FOCUS WITH INFORMATIONAL COPY AND PUNCHLINE

Product is shown on catalogue either in beginning or end and several pack-shots are often included within the ad. Additionally, the model is commonly seen interacting with and using the product and the focus on product formula and ingredients is large. Copy deals with describing the product formula and effect and the punch line "all you need for beauty and more" informatively refers to the catalogue (new punch line).

BRIGHT BACKGROUNDS WITH PRODUCT COLOR

Like for most brands in SKC, a majority of the backgrounds are bright. However, colors are not in line with the brand, but rather with the specific product and these

colors are dominating the visuals, which creates varying color themes between campaigns.

HOME SETTINGS AND GRAPHICS

Settings vary, but most common is not the standard studio setting, but a home setting, followed by studio and outdoor settings. Like for other sales-oriented brands in the category, graphics are very commonly used to illustrate a product formula or ingredients and to demonstrate the product effect.

LOGO AND CATALOGUE IN BEGINNING OR END

The Oriflame logo is surprisingly discretely displayed in the advertisement compared to most brands in SKC. However, use of the logo and catalogue vary wildly. 2/5 display the logo on the catalogue as opening frame, while the rest does not display the logo until the end. The catalogue is featured in all, but in some only as opening frame and others only as ending frame. In Aqua-Rythm the model is seen interacting with the catalogue.

NORMAL AND GLOCAL MODELS/ACTRESS

Monica Bellucci is the most recent and most famous endorser, while the advertisement previously has been using normal models. Endorsers do not speak or present the product, but are seen interacting with it and using it.

VARYING MUSIC AND VOICES

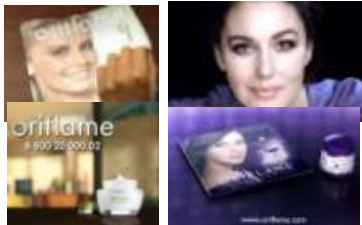
Music is mostly up-beat but vary in form from soft and strong background beats to pop songs and piano tunes. Also the external presenter varies from dark male to both soft and strong female voices talking in different paces.

”THE ORIFLAME WAY” | Tactics examples

Like most SKC brands Oriflame mostly uses **bright backgrounds** (Royal velvet only exception) with colors in line with the product. However, settings and colors vary a lot.



Use of Oriflame **logo and catalogue vary wildly**. Ecollagen (left) starts with catalogue and ends with product, while Royal Velvet (right) only display catalogue as ending frame.

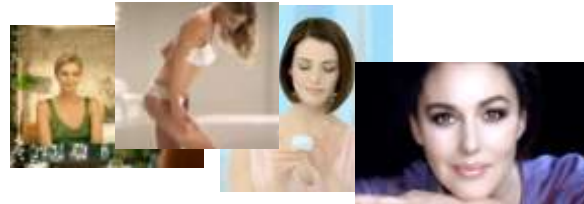


4/16/12

Like most sales-oriented brands, Oriflame's **product focus is prominent** throughout the ads either by packshots or formula/ingredients. Models are usually seen interacting with the product and packaging.



While Oriflame **previously has been using normal models**, Monica Belucci, Italian actress and model, is the first celebrity endorsement, but she is very passive.



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Avon Anew

Strategic Content

SALES-ORIENTED

The advertisement is sales-oriented since it is focusing on the product and encouraging people to engage the catalogue and contact a salesperson in the end. It is also persuasion-oriented since it aims at convincing the audience of the functionality of the product. Through the use of colors, music, voice and models the ad portrays the lifestyle of a strong, independent and sophisticated woman, which also makes it slightly involvement-oriented.

REAFFIRMING MESSAGE

The message circulates around the product functionality and effect of reducing our skin's aging and looking younger, which appeals to our negative extrinsic motivation and is thus reaffirming.

INFORMATIONAL STRATEGY

The advertisement aims at informing about a new product and its functionality. Specific technology and formula innovations are in focus and superiority is expressed through pre-emptive statements like "breakthrough technology" and "only Avon's got it".

RATIONAL REASONS TO BELIEVE

There is a frequent use of numeric proofs and explanation of the scientific attributes behind the product function, which makes the communication very technically rational. The focus on end result and functionality adds on to the rationality, but the image of the independent, modern and sophisticated woman creates somewhat of an emotional support, where the brand becomes a means for self-expression.

AVON ANEW | Strategy examples

Avon Anew's **sales-orientation** derives from its large product focus, the highlighting of the catalogue and call for action. Its message centers around the product making you look younger and is thus **reaffirming**.



Avon Anew's **unique selling point is technology and formula innovation**.



Avon Anew frequently employs **technical reasons to believe** such as illustrating or stating e.g. the product technology and formula.



However, **functional reasons to believe** are even more frequent, where the product effect is illustrated through text (left). Social proof is also a reason to believe used (right)



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Creative Content

LARGE PRODUCT FOCUS WITH INFORMATIONAL COPY AND PUNCHLINE

Separate packshots are displayed throughout the advertisement and product formula and technology is presented. The copy is extensive and informational presenting the product function and technical support for why it works, accompanied by a call for action in the end. Campaigns have individual slogans, but all ads end with the informational call for action: "call ### or go to avon.com to find your representative today".

DARK BACKGROUNDS WITH PRODUCT COLOR

Unlike most brands in SKC, a majority of the backgrounds are dark. However, colors are not in line with the brand, but rather with the specific product in combination with the black backgrounds (often gold, red or blue).

STUDIO SETTINGS AND TEXT

Like most of the other brands in SKC, studio settings are standard and graphics, but especially text, is commonly used to illustrate a product formula, ingredient and product effect.

LOGO AND CATALOGUE IN BEGINNING OR END

The logo display is rather standardized where it is shown large in-screen with the model in the beginning, on the catalogue cover which is shown in the end and sometimes again with the model as ending frame.

NORMAL MODELS

Avon Anew does not use any celebrity endorsement. Mostly, several regular models are used per ad (either different ages or different ethnics). Visuals are passive with models posing and looking into the camera without any interaction with the product.

ELECTRONIC POP MUSIC AND FEMALE EXTERNAL STRONG VOICE

Avon's own up-beat electronic pop song with vocals "Hello Tomorrow" is commonly used as background sound. There is one external female presenter with a confident, mature and sophisticated voice.

AVON ANEW | Tactics examples

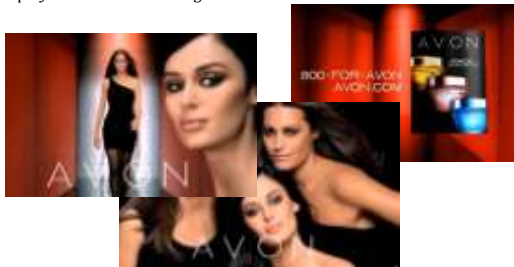
Unlike most brands in SKC, a majority of the **backgrounds are dark**. However, colors are not in line with the brand, but rather with the specific product



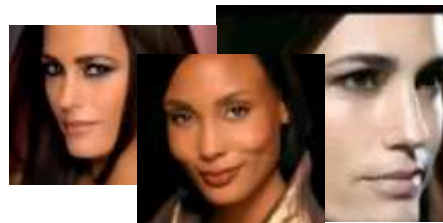
Studio settings are used in all adverts and text is commonly used to state product functionality and effect.



The **display of Avon logo is rather standardized** and is shown with model in beginning and sometimes in end. The catalogue is always displayed in end with the logo on it.



Avon Anew **does not use celebrity endorsement**, rather normal models are used to passively endorse the brand by posing and not interacting with the product.



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Avon Solutions

AVON SOLUTIONS (RELAUNCH)



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Strategic Content

SALES-ORIENTED

The advertisement is mainly sales-oriented since it ends with a call for action and visual of the catalogue. It is persuasion-oriented in the sense that it aims at convincing the effect of the natural ingredient and the focus on portraying a lifestyle and image of a natural fresh look makes it slightly involvement-oriented.

INSPIRING MESSAGE

The key message “be beautiful by nature” is inspiring since it aims at conveying the power and effect of the nature around us, by communicating that we can benefit from it to improve our looks.

INFORMATIONAL STRATEGY

The strategy is informational and the unique selling proposition “nature meets science” is in focus. By stating that this results in that “beautiful things happen” the attribute is perceived as superior. The benefit of being perceived as a natural product also contributes to a generic transformational approach.

RATIONAL REASONS TO BELIEVE

The supporting reasons include technical ones explaining how the product works and stating the ingredients and formula. Its rationality is supported by the functional focus on smoothening fine lines, but it is also slightly self-expressive in the sense that the feeling communicated is that the product is very natural and that the product will result in a closer connection to the nature.

Creative Content

SMALL PRODUCT FOCUS WITH INFORMATIONAL COPY AND PUNCHLINE

The main focus seems to lie on the pureness and freshness of the nature and the power of the product ingredient. The product is frequently shown, but there is a rather large visual focus on the model and the natural ingredient. The copy is mostly informational focusing on the ingredient, the formula and the functionality. There is however hints of transformational copy like “be beautiful, by nature”. The punch line is also informational with a call for action with “want it? Get it.” and then ending with the traditional “call xxx or go to avon.com to find a representative today”.

BRIGHT BACKGROUNDS WITH PRODUCT COLOR

Background is bright, colors are few and light, mainly consisting of white and bluish purple shades in line with product packaging.

OUTDOOR SETTING AND GRAPHICS

Unlike other brands in SKC, ad is set outdoors, but graphics are still used to illustrate the product ingredient.

LOGO IN BEGINNING AND END

Logo is used in-screen at bottom in the beginning and as ending frame. Both with visuals of the model in a nature setting.

REGULAR MODEL ENDORSE

A normal model is used solely for brand support and does not interact with the product. She has rather neutral facial expressions (no smiling), very natural make-up and are shot both in action and close-ups looking seducingly straight into the camera.

SLOW ELECTRONIC MUSIC BEATS AND FEMALE EXTERNAL SOFT VOICE

The background music is rather slow and mystical with a calm repetitive electronic beat and the female external presenter has a very soft and calming voice.

Garnier

Strategic Content

SALES-ORIENTED

With a large focus on product formula, ingredients and functionality the advertisement aims at persuading the audience.

REAFFIRMING MESSAGE

Garnier often aims at appealing to the negative extrinsic motivation (avoid wrinkles, fight dark pouches under the eyes, etc) and is thus reaffirming. However, their alliance and empowerment of natural ingredients can also be perceived as somewhat inspiring.

INFORMATIONAL STRATEGY

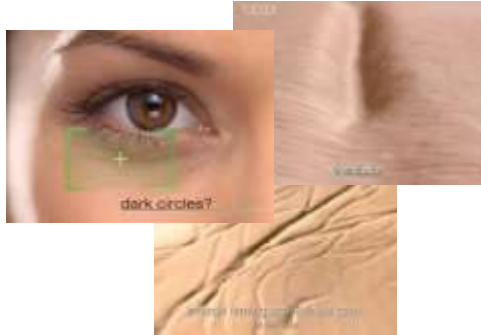
The strategy is informational and other than focusing on the generic problem-solving abilities, they are highlighting the unique selling proposition of having powerful and effective natural ingredients in the products, which they occasionally also claim is better or more effective (e.g. "some retinols can cause irritation, this is different"), which makes the communication somewhat comparative (also due to endorser preference).

RATIONAL REASONS TO BELIEVE

Garnier commonly uses social proof to strengthen their message, both in the form of the endorser claiming it is a great product or through various preference percentages from test groups. The advertisement is somewhat technical since it puts a lot of focus on the underlying natural ingredient or extract that makes up the effect and it is functional, since the expected effects and results are being described.

GARNIER | Strategy examples

Garnier is rather **sales-oriented** and often appeals to a negative motivation, which makes it reaffirming.



Reasons to believe are technical with the natural ingredients in focus.

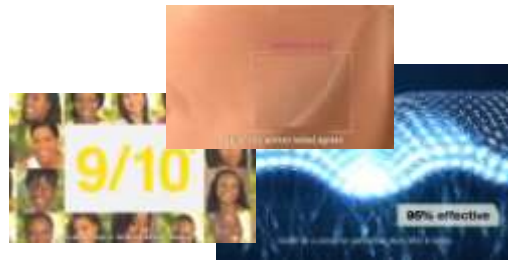


4/16/12

Garnier employs an **informational strategy** by pushing the unique selling point of science combined with natural ingredients.



Functional reasons to believe and effect (right) are also standard and **social proof** (left) is common.



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Creative Content

LARGE PRODUCT FOCUS WITH INFORMATIONAL COPY AND TRANSFORMATIONAL PUNCHLINE

Separate packshots are displayed in the advertisement and the endorser often interacts with the product. Product formula with special attention to the product ingredients is presented. Copy is informational communicating the product ingredients and functionality. Slogan “take care” is transformational and in newer anti-wrinkle ads the more informational punch-line “tough on wrinkles, gentle on skin” is being used.

BRIGHT BACKGROUNDS WITH BRAND COLOR

Like most brands in SKC, background colors are bright and in line with the light green Garnier brand color. The background almost always consists of green, blurry vegetation.

HOME SETTINGS AND GRAPHICS

Unlike most of the other brands in SKC, studio settings are not as common as home settings. However, just like other SKC brands, graphics are very common to illustrate product ingredients and product functionality.

LOGO ON PRODUCT AND IN END

Logo is prominent on the product packaging and often shown together with the pack-shot, it is sometimes shown together with the graphics of the natural ingredient and always in ending frame full-screen or with model and the slogan.

LOCAL/GLOCAL ACTRESSES ENDORSE

Garnier commonly uses local or semi-glocal celebrities (e.g. American Alana De La Garza) mostly famous for acting in their country, but are often also famous outside of the country's borders. Endorsers present the functionality of the product and express a personal preference for the product (e.g. "for me, it's the best") and are thus very active.

ELECTRONIC MUSIC BEATS AND ENDORSER AND MALE EXTERNAL VOICE

Music is up-beat with electronic positive background beats. Endorser's voice is often in focus, but a male external presenter is common.

GARNIER | Tactics examples

Like other SKC brands, **backgrounds are bright** and the color theme is in line with the light green Garnier **brand color**.



Home settings are most common, where the endorser is often positioned in a relaxed mode, e.g. sitting down in a sofa.



Logo is very prominent on the package, but is also often shown separately with the pack-shot, while presenting the ingredient and as ending frame.



Garnier uses **locally or semi-glocally famous** and naturally looking actresses such as e.g. American Alana De La Garza. The **endorsers are very active** often presenting the product and using it in the advertisement.



Mary Kay

Strategic Content

SALES-ORIENTED

Since there is a large focus related to persuading about the product and often a call for action in the end like “shop your way at marykay.com” or “find your way to beautiful at marykay.com”, the advertisement is clearly sales-oriented. Since the remainder of the ad focuses on the functionality and effects of using the product together with rational reasons-to-believe like the good housekeeping seal or social proof, it is very persuading.

REAFFIRMING MESSAGE

The message is reaffirming since it communicates the product’s functional benefit of getting a firmer, even-toned and younger looking skin, which appeals to our extrinsic motivation.

INFORMATIONAL STRATEGY

The strategy is informational focusing on the generic problem-solving functional benefits. It uses a pre-emptive strategy to communicate superiority by stating that it uses patented “breakthrough technology” with 11 age-defying benefits and the attribute is also exaggerated through stating that it is “the discovery of the decade” and that it is a “skincare revolution”.

RATIONAL REASONS TO BELIEVE

Reasons-to-believe are very rational and they use the technical “good housekeeping seal”, social proof stating that it works for other women who use it and the functional benefits of getting a younger looking, firmer and even-toned skin.

MARY KAY | Strategy examples

Mary Kay is a **sales-oriented** brand that often finishes off with a call for action through their punchline **"shop your way to beautiful at marykay.com"**



Since the triggering motivation used is aging skin, it derives from an **extrinsic negative motivation and is thus reaffirming**.



Mary Kay is **very informational** and its SKC products are perceived as superior through statements like breakthrough technology and having eleven age-defying benefits. It is exaggerating the product attributes by stating that it is a "discovery of the decade" and a "skincare revolution".

Social proof is another very frequently used rational reason to believe where they use results from their own testing or certifications from e.g. the good housekeeping seal.



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Creative Content

SMALL PRODUCT FOCUS WITH INFORMATIONAL COPY AND TRANSFORMATIONAL PUNCHLINE

Pack-shots of the complete timewise set are used at least twice per ad, but Mary Kay puts a large focus on graphic details and uses a lot of text in their adverts, which becomes the major visual focus. Some of the ads are purely digitally produced. The copy is informational focusing on the functionality or reasons to believe, like e.g. explaining the meaning of the housekeeping seal. The punch-line varies, but is often transformational like "your way to beautiful", "think about pink. Think Mary Kay" or "enriching women's life", which is the official slogan.

BRIGHT BACKGROUNDS WITH BRAND COLOR

Backgrounds are bright and colors are in line with the Mary Kay brand colors pink and dark grey.

GRAPHIC SETTINGS AND TEXT

Most of the SKC advertisement is graphical meaning that there is no setting, just a colored background. Text constitutes the visuals for a majority of the advertisement.

LOGO AT END

Logo is sparsely displayed and is often only shown in ending frame with a pack-shot of the whole set.

NON OR REGULAR MODELS ENDORSE

When endorsement is used (which is rarely), regular models of different ethnicities are displayed in action or posing as brand support.

UP-TEMPO MUSIC, FEMALE YOUNG EXTERNAL VOICE

Music is up-tempo, light and positive with background electronic beats. An external presenter is used with a female, young, energetic and fast-speaking voice.

MARY KAY | Tactics examples

*Other than a pack-shot in the end and normally also a packshot inside the ad, the **product is barely shown** at all. **Text** takes up most of the focus in the advertisement and colors are very much completely in line with **brand colors** dark grey and pink.*



Logo is mostly only shown as ending frame accompanied by the website and often also the punchline.



*Since Mary Kay's advertisement is very graphical, endorsement or models at all are rarely used. When used, **regular models** are shown demonstrating the product effect, but never really interacting with product.*



Nivea

Strategic Content

INVOLVEMENT-ORIENTED

Nivea creme is involving through portraying different social scenarios where people and family is united and happy. **Nivea Body** is more focused on the individual and is involving through portraying her unpretentious, harmonic and happy lifestyle full of love.

INSPIRING MESSAGE

While **Nivea Body** connects individual well-being and happiness to the product, **Nivea Creme** communicates togetherness and celebrating life and family.

TRANSFORMATIONAL STRATEGY

Even though the lifestyle is in focus for **Nivea Body**, the advertisement still centers around the product and brand being the hero of the ad. The advertisement is partly informational generic since it conveys the functional benefits of using the product, such as smoother skin, darker tan or slimmer figure. However, it is mostly transformational. It is transformational generic since it communicates the emotional benefits of using the product, such as being healthy and happy. Highlighting the brand and product as the hero and source of the benefits add on to the advertisement's transformational approach.

In **Nivea Creme** full attention is given to the people in the advertisement and often how they come together around the product, which highlights the brand as the hero bringing people together..

EMOTIONAL REASONS TO BELIEVE

Nivea Body's main reasons to believe consist of transmitting the feelings of well-being, harmony and happiness through focusing on model expression and her social- and romantic interaction in a recognizable setting, which also make it

emotional and self-expressive. However, rational support such as illustrating ingredients and product functionality, such as smoother or more tanned skin, also exist.

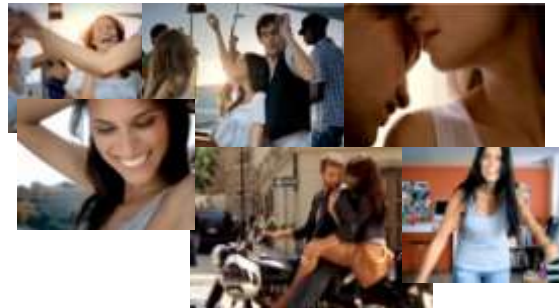
Nivea Creme has a purely emotional approach focusing on creating an immediate emotion of harmony, love and togetherness. It comes off as very genuine making it self-expressive in the sense that by using this brand you are happy and content with yourself. The strongly communicated values of family and togetherness also create a social benefit, where a feeling of proudly belonging to a family or group of friends is tied to the brand.

NIVEA BODY AND CREME | Strategy examples

*Nivea Creme **involves and inspires** through portraying scenarios of united and happy people, togetherness and celebration of life.*



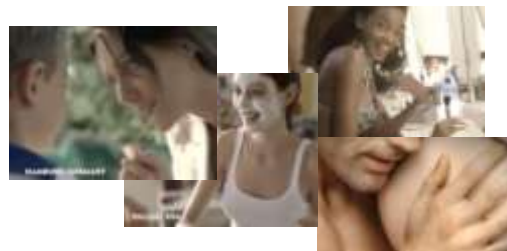
*Nivea Body is more focused on the individual and **involves and inspires** through portraying a loving and happy lifestyle.*



*Nivea Body is also somewhat informational in the sense that rational reasons to believe like **ingredients and product functionality** are occasionally presented.*



*For Nivea Creme all attention is given to the people who are the heroes of the ad and it is purely **transformational and emotional**.*



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Creative Content

SMALL **PRODUCT FOCUS** WITH TRANSFORMATIONAL **COPY** AND **PUNCHLINE**

In both Nivea Body and Creme the products are used by the endorsers/models, but rather discretely with rarely any standard pack-shots inside the ad. Nivea Body has both informational and transformational copy in the sense that informational product functionality (effect of a smoother, moisturized skin) is expressed as well as transformational copy like e.g. "feel happy in your skin every day". Nivea Creme has almost no copy and rely on putting focus on the music entirely to enhance the feelings. Slogan has changed from the famous transformational "Beauty is [...]" and "Touch and be touched" to the recent slightly more informational "100 years of skin care for life".

BRIGHT BACKGROUNDS WITH BRAND **COLOR**

Like most brands in SKC, background colors are bright and mostly in line with the blue and white Nivea brand color.

HOME AND OUTDOOR **SETTINGS**

Unlike most of the other brands in SKC, studio settings are not very common, while home and especially outdoor settings are. Often for Nivea body, the ad starts at a home setting where the product is applied and then continues in an outdoor social setting or interaction. Graphics are rare, but are sometimes used to illustrate ingredients for Nivea Body.

LOGO ON PRODUCT AND IN END

For Nivea Body, the logo is prominent on the product packaging that is shown briefly in the beginning of the ad and then separately full screen as ending frame with slogan underneath. For Nivea Creme, the logo is only displayed as ending frame.

LOCAL/GLOCAL/GLOBAL MUSICIANS ENDORSE

Nivea has a record of using local ambassadors, but has recently started using more globally famous endorsers. They focus on collaborating with local or glocal musicians such as American Parachute and Argentinian Delfina which are presented as soundtrack to the ads. Natasha Bedingfeld has been endorsing by also appearing in the ad and recently Nivea signed Rihanna as global brand ambassador and her music is used in the latest advertisement.

LARGE MUSIC FOCUS AND FEMALE SOFT, SLOW EXTERNAL VOICE

Music is always in focus in Nivea ads, but the kind varies a little bit. In Nivea Creme the tempo is slow and calming, but in Nivea Body it varies between slow acoustic singer/songwriter to up-tempo pop by e.g. Natasha Bedingfeld. An external female presenter with a slow-speaking soft voice is used.

NIVEA BODY AND CREME | Tactics examples

*While standard pack-shots inside the ad are rare, the products are still clearly visible when being used by endorsers/models in ads for both Nivea Body and Creme. However, compared to other SKC brands, the **product focus is low**, since no other visuals or copy is related to product.*



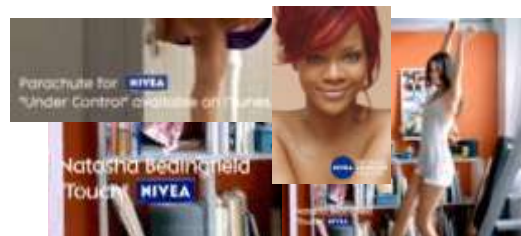
Logo is prominent on the package, which is shown briefly when the product is used. A separate logo is only shown as ending frame with slogan both for Creme and Body.



***Outdoor settings** are most common, followed by **homes**. Nivea Body usually starts off in a quite home setting and then shifts to a social outdoor setting.*



*Nivea has a large focus on music in their advertisement and collaborate with **local and global musicians**, whose music is promoted in the ad (left) or who endorse by being in the ad themselves (right).*



Natura Ekos

Strategic Content

INVOLVEMENT-ORIENTED

Both Natura Ekos and Chronos lines have involvement-oriented advertising. Natura **Ekos** involves through telling the story of Amazonas, its people the place being the origin of the product. Natura **Chronos** plays on values beyond looks for their anti-age line, stating that we are all special and that every face has a story.

INSPIRING MESSAGE

Chronos inspires through offering an alternative perspective to aging by challenging the definition of age and beauty and aims at making the individual feel valuable beyond the exterior, while for **Ekos** it is its origin and the powerful close relation to nature that inspires.

TRANSFORMATIONAL STRATEGY

Chronos' strategy is very transformational where the audience is put into focus and the uniqueness of every human being is celebrated (user image). User personality is highlighted through various traits and characteristics displayed both by visuals and text with the punch line that "there is no right age to be yourself".

Ekos communicates the importance and responsibility of the individual to live in harmony with the surroundings and how the responsibility for the well being of the world is in our hands ("the starting point of a better world is within each one of us"). However, by highlighting the brand and product ingredients making the difference, Ekos is also slightly informational.

EMOTIONAL REASONS TO BELIEVE

Reasons to believe are very emotional for both brands. The aim for **Chronos** is to make the consumer more comfortable with themselves and their age and to feel

valuable and unique. **Ekos** emits the feeling of harmony, balance and closeness to nature and aims at empowering the audience and make them feel responsible in a positive way ("the well being of all starts with the well being of each of us"). Since both are very values-oriented, they can both be brands of strong self-expressiveness and also social belonging (to people with similar values). Ekos e.g. is self-expressive in the sense that brand values enhance the feeling of living more in harmony with nature, which also creates a social belonging to the group of people caring about living in balance with our natural environment.

NATURA EKOS AND CHRONOS | Strategy examples

While Natura Ekos involves and inspires through telling the story of Amazonas – the origin of its products – and the power of living in harmony with nature (left), Natura Chronos involves and inspires through challenging the definition of age and beauty and states that we are all unique and valuable and that "there is no right age to be yourself" (right).



Both Ekos and Chronos employ a very transformational strategy where the user is very much in focus. Chronos celebrates every human's uniqueness (left), while Ekos states the power and importance of living a balanced life in harmony with nature ("the nature is in you") (right).

Ekos still centers around the products (in contrast to Chronos) and the major focus of the ads is constituted by the natural ingredients from the forest, their effect and how they are harvested.



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Creative Content

SMALL **PRODUCT FOCUS** WITH TRANSFORMATIONAL **COPY** AND **PUNCHLINE**

While Chronos does not show or mention anything related to the product until the very end, the product in Ekos is more prominent throughout the ad. It is however the product ingredient and its origin that is in focus and not technicalities or functionality.

The **copy for Chronos** carries the message and is very transformational by conveying that age does not define who you are, your age is rather defined by how you feel and by your life experiences, which is concretized through the also transformational slogans "there is no right age to be yourself" and "every face has a story, every story has a Chronos" (latest).

The main **copy for Ekos** is slightly informational presenting the ingredient and often also the benefit of the ingredient in itself. However, through telling the story behind its origin and the Amazonian life, copy is also transformational. Punch lines for Ekos go in line with the user-oriented transformational punch lines for Chronos: "you are part of this story", "the nature is in you", "take care of yourself, take care of the planet".

BRIGHT BACKGROUNDS WITH **PRODUCT COLOR**

Like most brands in SKC, backgrounds are relatively bright. Colors are few and natural, in line with the color of the product (for Ekos). Mainly Chronos, but also Ekos, have colorless black and white ads.

OUTDOOR **SETTINGS**

More or less all advertisement is shot outdoor, with a few exceptions for Chronos where the people of the ad sometimes are in a studio.

LOGO AT START AND END

The logo is shown full-screen in beginning, and either full-screen or with the products (often the case for Ekos) in the end.

NO CELEBRITY ENDORSEMENT

No celebrity endorsement is used for either brand, rather regular people are used. For Ekos it is generally local inhabitants of the Amazonas and for Chronos it is people of varying ages. They are only used to portray the stories or the values and do not interact with the product itself.

NO MUSIC FOCUS AND MALE SOFT EXTERNAL VOICE

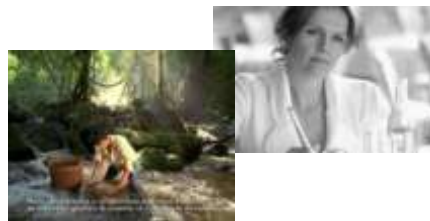
Music is not in focus for Natura, Chronos mostly do not use it at all or it is some slow-tempo very low beats in the background. Ekos frequently use jungle sounds and up-tempo drums in their advertisement. An external male soft voice is used.

NATURA EKOS AND CHRONOS | Tactics examples

The product focus is small for both brands. Chronos only shows a pack-shot in the end (left), while Ekos has slightly larger visibility since its message centers around the product (right).



Almost all settings are outdoor and backgrounds are thus rather bright, with natural colors in line with the product and ingredient (Ekos). Both Chronos and Ekos use black and white in some advertisement.



The logo is shown full-screen in beginning, (left) and either full-screen or with the products (often the case for Ekos) in the end. (right)



Natura does not use any form of celebrity endorsement and the people in the ads are regular people, e.g. inhabitants from the Amazonas or a normal couple or woman.



L'Oréal

Strategic Content

SALES-ORIENTED

The advertisement for Youth Code and Revitalift is very persuading focusing on presenting and backing up the product functionality through scientific claims and proven results and is thus very sales-oriented. Age Perfect is a bit less technical, but still sales-oriented communicating the product functionality and results, while Age re-perfect is more involvement-oriented focusing on the endorser's personality and lifestyle.

REAFFIRMING MESSAGE

All L'oréal SKC brands have reaffirming messages promising high-quality products making your skin look and feel better. While Youth code's and Revitalift's main message circulates around proving the product quality, Age Perfect and even more so age re-perfect focus on functionality and end result.

INFORMATIONAL STRATEGY

They all exercise a very informational strategy where all communicate the generic problem-solving ability of improving your skin quality, where Youth Code and Revitalift put a larger focus on skin looking younger. Revitalift and Age Perfect make comparisons to competing products and all but Age Re-Perfect highlight a unique selling proposition in the communication (“derived from gene science”, “targets 10 signs of aging in one step” or a unique ingredient or multi-functionality). Through Revitalift's punch line “it's not a face-lift, it's the new Revitalift”, the attribute's superiority might come off as exaggerated, which additionally makes it hyperbolic. Only Age Re-Perfect also has somewhat of a generic transformational strategy where the endorser is conveying that the product makes her feel good about her skin again.

RATIONAL REASONS TO BELIEVE

Youth Code and Revitalift have a very technical rational support where origins, formula and patented technologies are highlighted and also Age Perfect communicates some of these aspects. All but Youth Code have an endorser personally backing product claims through saying that it works or that she uses the product and sees great results. They all have a heavy focus on functionality, where Youth Code and Revitalift is most rational in explaining effects and how the product works (expected results after 1 week and after 4 weeks). They all give the feeling of sophistication, Youth Code and Revitalift have a self-expressive touch of the modern, high-tech woman and Age Re-Perfect manages to create an emotional social belonging support through the endorser by her displaying how valuable using the product is for her.

L'ORÉAL | Strategy examples

All L'oréal brands have a heavy focus on functionality, where Youth Code, Revitalift and Age Perfect have most rational and technical reasons to believe for explaining effects and how the product works.



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Age Perfect and especially Age Re-Perfect aims at connecting more with the endorsers (Diane Keaton and Jane Fonda) through showing their personality and values and that way have a stronger emotional support in addition to their rational focus on functionality.



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Creative Content

LARGE PRODUCT FOCUS WITH INFORMATIONAL COPY AND TRANSFORMATIONAL PUNCHLINE

Youth Code, Revitalift and Age Perfect have a larger focus on the product, communicating the science behind and how it works, while Age Re-Perfect, but also Age Perfect, has a larger focus on the endorser presenting and relaxingly recommending the product. Youth code, Revitalift and Age Perfect all use a very informational copy presenting product functionality and why it works (science or special ingredients). Age Re-Perfect uses a somewhat more transformational copy with endorser quotes such as "confidence grows by age" and "it's the future of my skin, and yours". They all use the transformational slogan of "being worth it", but with the notable difference of Youth Code using it with the more individual touch "you're worth it", while the rest use "we're worth it".

DARK/BRIGHT BACKGROUNDS WITH PRODUCT COLOR

Colors are few for all brands. Youth code and Revitalift use a darker approach with black backgrounds and purple or red details, while the rest have a brighter approach with the color theme being in line with the package design (golden beige for Age Perfect and Age Re-Perfect).

STUDIO/HOME/OUTDOOR SETTINGS

Youth Code and Revitalift are shot in studios, while Age Perfect and Age Re-Perfect varies between home and outdoor settings.

LOGO AT START AND END

Logo is sometimes used in the beginning in-screen small and non-centered and is almost always used in-screen in the end, large at top of the frame with the pack-shot.

GLOBAL ACTRESSES ENDORSE

Youth code uses normal models and have three models of different ethnicities in the advertisement (blonde, asian and black) only used as brand support through face close-ups and posing. The rest uses global celebrities – all actresses – of brand-appropriate age (Rachel Weisz, Diane Keaton and Jane Fonda) to present and literally endorse the product through personally recommending it.

SLOW-TEMPO MUSIC, ENDORSER AND STRONG EXTERNAL VOICE

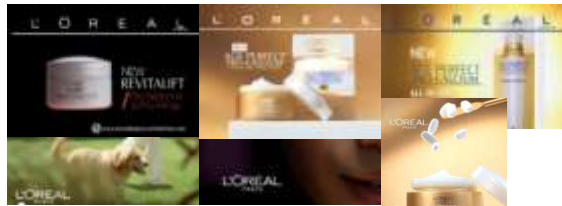
They all use audio sparsely with a slow-tempo background beat or classical music. Youth Code is the only one solely using an external presenter (female with a pretty cold and neutral tone), while the rest have a combination of an external presenter (male or female, often mature and speaking fast) and the endorser talking into the camera.

L'ORÉAL | Tactics examples

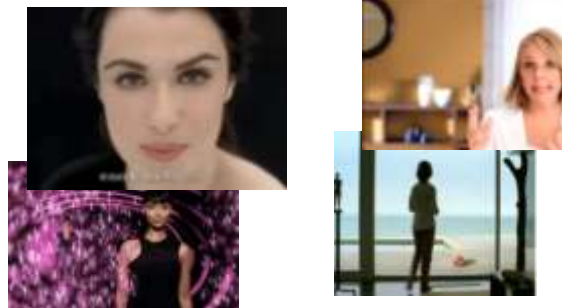
*The visual **product focus is large** in all L'Oréal advertisement with packshots shown inside and end of ad.*



*Logo is commonly displayed as **ending frame** together with the packshot (upper row) and sometimes also small in-screen in **beginning or middle** with the endorser or product (lower row).*



*Youth Code and Revitalift have **studio settings** and also **dark backgrounds**, (left) while Age Perfect and Age Re-Perfect use **home and outdoor settings** with **brighter backgrounds** and colors in line with the golden beige product color (right).*



***Global celebrity endorsement by actresses** is used for all brands, except for Youth code, that uses ordinary models. Endorsers are very active presenting and demonstrating the product through talking straight into the camera.*

