Module 7 Assignment - Ads

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The commercial I have used is with the title “L'Oréal Paris X Balmain” with the hashtag #UnitedWeAreInvincible. The link of the Ad is <https://www.youtube.com/watch?v=e0uDagv1ONU>.L’Oreal is the French brand whose headquarter is located in Clichy, Hauts-de-Seine. L’Oreal is a multinational brand known as the world’s largest cosmetics company(“Brands—L’Oréal Group,” n.d.). The advertisement contains western-style and models. L’Oreal provides different cosmetics brand but this ad was particularly aired for lipstick.

1. The advertisement is telling the exclusivity and difference of the product from the other brands. It starts with picturing a fashionable girl in which the second one says "Read my lips". The very first sentence perfectly captures the attention of the customers as focus on lips present the beautiful lipstick color. A collection of couture color-rich lipstick is the massage of the brand which makes it different from other brands and collection of lipsticks. Different color on each face is useful to highlight the fact that collection is for everyone and not for just specific featured face. This is because most of the time, one or two models represent the product in the advertisement but in thisadvertisement, a number of models were used(“Hair, Skin, Makeup and Men’s beauty products | L’Oréal Paris,” n.d.).
2. L’Oreal brand perfectly communicated with the audience through the advertisement that they are the best. Dialogues like “come together, be seen, be heard”, “united we are invincible”, and “you are worth it” are so powerful to convince the customersto use the product. The most interesting thing about the advertisement is the concept of equality. Racism is a crucial problem in the western nations and this advertisement used that element in it. Brand explains to the customers that it does not matter what is the origin or race of the customer they all can use their product and it is for all. This massage is the strength of the product.
3. Advertisers have offered a clear reason and justification through their concept and information regarding the product. Different shades of the lipstick were used on different models to help the customers to choose their favorite color with the help of the model who has features like them. Advertisers gave the reason that the lipsticks are couture color-rich which means brand has made sure that color does not look odd, too light or too bright. In addition,the message that product is for all is the justification that the brand is loyal to the customers and care for all rather than focusing on the specific audience or customer. As L'Oreal is a multinational brand working in the different nations, both western and eastern therefore it is important for them to provide equal benefits to all their customers at a different location.
4. Different reports and reviews indicate that the customers are satisfied with the brand. This can be analyzed through the expansion of the brand as it does not only have numbers of products but they also have subsidies like Lancôme, Garnier, Maybelline, and NYX cosmetics. The product was introduced in 2018 and over one-year, product has gained so much popularity and positive reviews from the customers around the world. The points that customers highlighted were that their product does not dry out on lips, it is long-lasting, and also pigmented. The issue that has been raised by the customers was that it does not transfer easily. The overall review of the product is positive and customers are happy to use it. The hashtag "united we are invincible" is truly justified by the satisfactory service of the brand to achieve the loyalty of the customers (“The L’Oréal Paris x Balmain Lipstick Campaign Is Here,” 2017).

**References**

Brands—L’Oréal Group. (n.d.). Retrieved September 2, 2019, from http://www.loreal.com/brand

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