

Compare-contrast of two advertisements with two beauty products

[Business](#), [Marketing](#)



Compare-Contrast This paper is on compare-contrast of two advertisements dealing with two beauty products. One will be targeted towards men, while the other will be targeted towards women. The two beauty products advertisements that will be compared and contrast are the Axe Body Spray advertisement(18-19) and the Victoria's Secret fragrance mist advertisement (Bath and Body Works). Both advertisements use different marketing promotions technique to try to get the attention and win over their target audience.

The manufacturers know in order to get the audience attention it has to rely on several demands of the audience; one of them is the sex appeal their products bring to the table, because that's what evidently moves the product off the shelves. The manufacturers also try to impress the audience by using the passion, credibility, and the traditional demands that they need to sell their products. The Axe Body Spray advertisement is more effective than the Victoria's Secret fragrance mist advertisement because of its emotions, authority, and cultural appeal.

The Axe Body Spray advertisement shows the emotion and excitement women are looking for. Women will demand more passionate fragrance giving women satisfying. The Axe Body Spray advertisement uses several more exciting colors than the Victoria's Secret fragrance mist advertisement which uses only feminine colors. Women like more passion and exciting colors, making Axe Body Spray advertisement more interesting and appealing. By using those specific colors the Axe Body Spray advertisement

is telling the audience that with intense and exciting colors the consumer will get what he or she wants and desires.

While the Axe Body Spray advertisement shows a more emotional and exciting look, Victoria's Secret fragrance mist advertisement shows a more sexy and feminine look. The Victoria's Secret advertisement adds a different flavor by only showing a simple but effective pink color which represents a fresh and glowing appearance. By using their worldwide known brand name, the Victoria's Secret advertisement doesn't have to be complex to draw the interest of their audience.

Victoria's Secret has a history of producing the highest quality products and remains very effective to continue to provide supply and demand, keeping the consumers content. When looking at the Axe Body Spray advertisement and the Victoria's Secret fragrance mist advertisement, Axe Body Spray advertisement shows more of an intense and extreme look. It has a look women seem to enjoy and appreciate by showing a new different look. It also catches the audience's attention by adding a curve and a twist, presenting a more masculine appearance.

By adding a curve and a twist, the advertisement is able to tell the audience what direction the advertisement wants them to go. The Axe Body Spray advertisement presents the control it has when using the right special effects. Victoria's Secret advertisement already has the authority and credibility created history by it's that has attracted the younger through mid-age generation. The perception that the advertisement has given is a sense of that the fragrance are fresh, simple and sexy.

The Victoria's Secret fragrance mist advertisement also shows it is dependable and effective in its ability to attract their target audience by getting their attention through a wide range of fragrances. There is a cultural belief that all males Body Spray such as Axes' always have a strong and masculine fragrance. Axe Body Spray has always tried to impress women with their fragrance, despite the opinion that all body spray has a strong and masculine fragrance. Well, that's not always the case.

Axe Body Spray now has some fragrances that have a more desirable fragrance for women. In which Axe Body Spray uses more sweet smelling fragrances, making the fragrances more appealing to women. Traditionally, what the female audience is looking for is a variety of fragrances that are sexy, feminine, and fresh and at the same time appealing to men. Once again, the Victoria's Secret fragrance mist advertisement shows there are a large variety of fragrances to choose from, proving it provides supply and demand, what their audience are looking for.

With the advertisement showing several different fragrances it gives it a more of a selective look to see if there is any fragrance that might appeal to the audience, which makes it a more marketable product. With both beauty products advertisements targeting their audience, sex appeal continues to grab the attention of the audience and that's what sells the product. Advertisers have to be careful not to put too much sex appeal into their advertisements or their message on their product will be overlooked.

By using sex appeal appropriated and not over doing it will easily benefited the manufacture. Axe has commercials showing women who are running

after men wearing Axe Body Spray. Victoria's Secret has commercials showing beautiful women wearing sexy lingerie and using their fragrance mist. The Axe Body Spray and the Victoria's Secret advertisements aren't showing muscular men or sexy lingerie wearing women, but just by their presentation layout and their worldwide brand name gives the audience a very good idea what the manufacture is trying to sell and gets to the point consumers are looking for.

In conclusion, we all can make the argument that Victoria's Secret is a worldwide known name brand that's been around for years and Axe Body Spray which seem like it is just now getting started. Both advertisements make it clear that it's very important for each person to feel at ease and comfortable when he or she steps out of their home and into the world, to feel that he or she can overcome whatever lies ahead. The audience can feel more comfortable and they don't have to worry about putting out an unpleasant scent when they are not using one of their body sprays.

The strategies between the two advertisements, the Axe Body Spray and the Victoria's Secret fragrance mist differ from the standpoint of the target audience and the viewpoints that are offered. While the Axe Body Spray advertisement used advance technologies and modern promotion techniques directed to the strong and masculine audience, Victoria's Secret fragrance mist advertisement addressed the younger through mid-age generation stressing a more simply but sexy appeal.

The Axe Body Spray advertisement is shows to be more effective than the Victoria's Secret fragrance mist advertisement because of its emotions it is

trying to express, authority, and the cultural appeal. Work Cited Axe Twist Body Spray. advertisement. Rolling Stone. June 2010: 18-19. Print Bath and Body Works. " Victoria's Secret fragrance mist. " bathandbodyworks. com. Bath and Body Works, Inc. 2012. Web. 22 May 2012.