

Skin care product advertising analysis assignment

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An advertisement of skin-care product, SKI', republished in Metro Pop Issue 375 10 OCT 2013. Companies used to invest millions of dollars in mass-media advertising to reach mass market. Nowadays companies recognize that they can't appeal to all buyers in the market. Thus, the advertisement creators should think about who the target audience is and how to present and promote their product to them. The Target Audience Profile Gender segmentation has long been used in cosmetics. And so does SKI', from our understanding about SKI', it is mainly focus on ladies' market.

They are middle-aged, comparatively mature. By this age group of consumer, they have been working for awhile and supposed to be well-off for their income. For educational level, we can say SKII would like to attract the group which has been educated or even given high level of education as SKII used to state many technical and scientific terms in their advertisement. However, SKII does not make clear segment on occupation. Psychographic segmentation divides buyers into different segments based on social class, lifestyle, or personality characteristics.

People in the same demographic group can have very different psychographic characteristics. Kotler P. and Armstrong G. (2010) Principles of marketing (14th ed.), Pearson Education, Inc. , New Jersey, Chapter 7) Target market of SKI', the middle-aged ladies, is supposed to be affluent consumers. Consumers at this level of income, they don't work for living, they work for better quality of life. Also, since they are well educated, they would like to seek for greater value from their purchases. They have intention to find out more information about product they are going to buy and what the benefit it is.

Segments based on Psychographics emerge from patterns of responses
Many companies target affluent consumers with luxury goods and convenience services. because of the rapidly changing market, marketing communications become the hottest topic in area of marketing. to present and promote their products or services to consumer market The Advertising Appeals The advertising appeals refers to the approach used to attract the attention of consumers and The level(s) of effect that the advertising is trying to achieve The recent troubled economy has provided challenges for marketers targeting all income groups.

Consumers at all income levels????” including affluent consumers????” are cutting back on heir spending and seeking greater value from their purchases. In many cases, luxury marketers targeting high-income consumers have been hardest hit. Even consumers who can still afford to buy luxuries appear to be pushing the pause button. “ It’s conspicuous nonconsumption,” says one economist. “ The wealthy still have the wealth, [but] it’s the image you project in a bad economy of driving a nice car when your friends or colleagues may be losing their businesses. “ 8 Piet Levy, “ How to Reach the New Consumer,” Marketing News, February 28, 2010, pp. 16-20.