

Advertisement



Lola Complete Advertising has been around for many years, and is exposed to the public in many different forms such as television, newspapers, magazines, and the internet. All advertisements are an attempt to persuade an audience. The experts that are in charge of creating the ads know exactly what the consumer needs to see to convince him or her to buy the product. These experts use three appeals that help make their ads pleasing and interesting to consumers. These appeals are called Ethos, Pathos, and Logos, and help make the ad seem realistic and attainable when, in actuality, this is usually not the case.

The ad for "Lola Complete Moisturizer" is just the same as most? Not one hundred percent true. In the ad for "Lola Complete," superstar Carrie Underwood is shown with perfectly flawless skin. The ad seems to glow golden and beautiful, which complements the product that is being displayed. The moisturizer claims to protect one's skin from the sun so that one's skin can glow more beautifully. In the background, in a golden yellow, two different scenes are portrayed. On the left is a beach with palm trees and the ocean, while on the right there is a city with tall skyscrapers and a lamp post.

This is very essential to the advertisement because it shows consumers that "Lola Complete," containing SPF 15, should be worn every day and not just at the beach. First of all, the ethical appeal, or Ethos, in the Lola advertisement is predominantly strong. To begin with, the brand name of Lola has been around for many years. It is trusted by many, and there is a comfort that comes with buying a product that one knows will work. Also, the

person in the ad, Carrie Underworld, seems to trust this product because she claims to use this product all of the time.

Another way Ethos is strong in this ad is the way she appeals to pop culture. Since Underworld's fans will see this ad and believe that she uses "Lola Complete," they too will be likely to buy this product. As a celebrity, she has authority and consumers will trust that what she uses is the best. Next, Pathos is one of the most powerful tools used to appeal to the audience's emotions. The Pathos in this ad is the strongest of all the appeals. One emotion that is used in this ad is well-being. "Lola Complete" is showing consumers, by way of this ad, that skin care is very important to be beautiful.

Carrie Underworld admits that she used to protect her skin only at the beach, but knows now that damaging rays are everywhere. Consumers are encouraged to buy this product to protect their skin. Another aspect of the Pathos is the setting of the scene and, in this case, the background of the advertisement. The picture in the background is separated into two different scenes: a beach and a city. It is colored a tranquil shade of gold that seems to glow, and pulls people in. The color matches Underworld's golden blonde hair and neutral blouse, and gives off a warm, calm feeling of pure loveliness.

The nonuser would be drawn to this ad because of its warm glow and would feel comfort when looking at the ad. Thus, these good feelings would compel someone to purchase "Lola Complete." Finally, the appeal to logic, or Logos, in this ad is not as strong as the Ethos or the Pathos. However, it is not completely absent in this advertisement. A percentage is shown that tells

consumers that " Lola Complete Daily UP blocks 92% of harmful rays. " No one knows if this is true or not, but since people trust Lola, no one asks questions. There is also an award shown that strengthens the reasons why people should buy his moisturizer.

It says " Allure the beauty expert 2011? Best of Beauty Award Winner. "

Since this ad claims that this moisturizer won an award, it assures the buyers that it can be trusted. The audience that is being targeted in the ad is most definitely younger to middle aged women. Most men would not think twice about the beauty of their skin, but women are always concerned about the way they look. This ad appeals to women because of the colors, because Carrie Underwood is a woman and is shown on the ad, and because mostly women are interested in skin care products. In conclusion, the Ethos of this ad was an undeniably strong appeal.

The name of Lola is very well trusted and the way the advertisement is put together shows that well. The pathos was, however, the most outstanding appeal in this ad. The vivid sensory imagery in this ad makes it visually pleasing to consumers. The Logos was the least powerful in this ad, but it is still needed to strengthen the message of the ad by using tangible figures. It is very simple, the " Lola Complete" moisturizer advertisement is a well thought out ad that is visually appealing and has exactly what is needed to persuade people to purchase this product.