

In order to further emphasize this relationship, Neutrogena uses precise, objective rhetoric combined with factual data to help convince the consumer that the brand is professional and trustworthy.

— point  
[ ] explanation  
\* example

[By incorporating a statistic into the text of the advertisement, Neutrogena is able to provide important clinical verification of fact that makes the ad more believable and therefore more enticing]

When a customer sees that they can \*Remove 99.3% of (their) most stubborn makeup, even waterproof mascara, with just one towelette," they are instantly more inspired to buy because they have a logical reason to believe that the product will work effectively, which was earlier supported by the pink lipstick kiss and \*Kiss your stubborn makeup goodbye." image to text correlation

(Neutrogena). Clearly this ad's purpose is to show the customer that they can trust the product to be highly functional. break (natural pause)

In order to further underline the scientific precision of the brand, Neutrogena refers to the makeup removing solvent as a "patented formula. [This carefully chosen terminology helps to strengthen and support Neutrogena's relationship with the expert medical and scientific community.]

Following that, Neutrogena then solidifies their aforementioned brand mission of providing \*safe, mild, premium quality skincare products," by stating that this product is "gentle as water to the eyes."

("Why Neutrogena?"; Neutrogena). Reading this, the customer is able to understand that while the

this is my best paragraph because it's very applicable to my thesis, provides a lot of explanation, and gives a lot of evidence.

# Ad Analysis Paper Example

**S Marginson**



## Ad Analysis Paper Example:

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**The University correspondent and University correspondence college magazine (and The Educational review)**, 1891 **The Publishers' Trade List Annual**, 1877 **The Advertising Handbook** S. Roland Hall, 1921 **Journal of Education and School World**, 1889 *Annual Report from the University of California to the State of California Legislature on the Progress of the Tobacco-Related Disease Research Program Established Pursuant to Proposition 99, the Tobacco Tax and Health Protection Act of 1988, and Senate Bill 1613 of 1989* University of California (System). Tobacco-Related Disease Research Program, 1999 The Encyclopaedia Britannica, 1888 The Classical Review, 1894 This companion to the *Classical Quarterly* contains reviews of new work dealing with the literatures and civilizations of ancient Greece and Rome. Over 300 books are reviewed each year. *Energy Research Abstracts*, 1993

**Advertising, Records and Systems** William Henry Leffingwell, 1919 **Government Reports Annual Index**, 1985 *Cabell's Directory of Publishing Opportunities in Management and Marketing* David W. E. Cabell, Deborah L. English, 1994 *New York Hotel Review*, 1916

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