

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. [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

~~break (natural pause)~~

product to be highly functional. [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.

— point  
[ ] explanation  
\* example

# Ad Analysis Paper Example

**S Marginson**

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Öncel, 2015-02-28 Social media pervades people's awareness and everyday lives while also influencing societal and cultural patterns. In response to the social media age advertising agents are creating new strategies that best suit changing consumer relationships. The Handbook of Research on Effective Advertising Strategies in the Social Media Age focuses on the radically evolving field of advertising within the new media environment. Covering new strategies, structural transformation of media and changing advertising ethics, this book is a timely publication for policymakers, government officials, academicians, researchers and school practitioners interested in furthering their research exposure and analyzing the rapidly evolving advertising sector and its reflection on social media.

**Technical Abstract Bulletin**, **Government-wide Index to Federal Research & Development Reports**, 1966 Scientific and Technical Aerospace Reports, 1989 The Advertiser's ABC of Official Scales & Charges and Advertisement Press Directory, 1900 New York Review of the Telegraph and Telephone and Electrical Journal, 1921 Abstracts of Personnel Research Reports: IV. 1963, 1963 This volume includes abstracts of the 23 technical documentary reports issued by the 6570th Personnel Research Laboratory in 1963. They cover studies in selection, classification and utilization of Air Force personnel, systematizing information flow in support of personnel planning methods, of describing, evaluating and structuring Air Force jobs and development of procedures for improving the quality of Air Force personnel. Author Publishers' Weekly, 1877 **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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