



Source: http://img2.timeinc.net/ew/dynamic/imgs/070330/duff_1.jpg

Hillary Duff understands that kissable, soft lips aren't always enough to keep him coming back for more...

Give him a **taste** of what he will be missing if you're gone.

Try this new mouth-watering lip-gloss available right now in delicious flavors like **CINNAMON ROLL, SUGAR-COOKIE, CHERRY PIE**, and Hillary's favorite, **STRAWBERRY SHORTCAKE**.



Source: http://www.nuskin.com/corp/images/products/complements/lipgloss_lg.jpg

LICK-ME LIP-GLOSS

Buy it today and what he craves from now on will be you!

I chose to target the American teen female segment (ages 14-19) for this assignment. The cosmetic I used in my advertisement was intended to entice teen girls by promising them a way to stand out from the competition (other teenage girls), while keeping their boyfriends wanting more. As our textbook states, teenagers tend to place high priority on physical appearance while searching for their own personal identity (Lindquist, 2006, p. 419). Using cosmetics is a way for teenage girls to individualize their appearance and gain self-confidence.

Selecting Hillary Duff as the celebrity endorser for my brand, **LICK-ME LIP-GLOSS**, was strategic in that most people (teens included) see her as being a good-girl turned sexy. What teenage girl hasn't felt that yearning to be seen as a woman rather than a little girl? Hillary Duff is the symbol I used to create the image of a wholesome young girl who has emerged into an irresistible young *woman*.

The most persuasive aspect of this advertisement is the implication that power will be gained by using the product. Speaking from personal experience, teenage girls want to feel in control of their personal relationships, especially those with boys. Presenting a teen girl with line of flavored lip-glosses that guarantees her boyfriend (or any boy she kisses) will be so deeply affected by the incredible flavor that he no longer craves sweets, but instead craves her, is a powerful persuasive message that I believe would result in high sales.

References

Lindquist, J., & Sirgy, J. (2006). *Shopper, Buyer, and Consumer Behavior: Theory, Marketing Applications, and Policy Implications*. OH: Thomson (3rd ed.).