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MC2035 - Porter

1) Who is the source?

Clean & Clear Skincare - ad posted in Teen Vogue December 2016

2) Who is the audience?

The audience of this ad is teenage girls, people with acne-prone skin, and parents of teenagers who may pass this product along to their children.

3) What is the medium?

A printed ad in a Teen Vogue 2016 magazine.

4) What is the message?

The message uses bright colors and illustrations to demonstrate how “fresh” this skin care product will make someone feel. The goal is to sell the skincare product.

5) Is your ad designed to encourage central- or peripheral-route processing?

This ad is designed to encourage peripheral-route processing.

6) What features, choice of words, layout, or images does your ad use to encourage this form of processing?

The ad encourages peripheral-route processing by showing the audience the information that is personally relevant to the readers and uses images to make the ad easier to understand for the demographic it is aiming to appeal to. The use of bright colors and large text makes this easier to understand.

7) As a result, did the ad agency think that the audience had high or low motivation?

Explain.

The ad agency assumed the audience had a lower motivation due to the fact they used peripheral-route processing which requires lower motivation from the audience. The motivation from the audience in this way was evident because to readers the ad was personally relevant.

8) Furthermore, did the ad agency think that the audience had the high or low ability?

Explain.

The ad agency probably thought the audience had a low ability due to the fact they used peripheral-route processing which requires a low ability from the audience. The audience is able to understand and process what is being advertised more easily and is less likely to be opposed to what is being said.

Consumer critique:

9) As a consumer, do you find the ad persuasive? Explain why.

I found this ad persuasive and well thought out for its demographic. I think the use of bright colors and positive adjectives helped the ad by appealing to a mid-aged audience. The illustration of tiny circles around the bottles gives the effect of the “bursts of energy” that are described within the product.

BLAH, TIRED SKIN?



**WAKE IT UP
WITH
MORNING BURST!**

When you don't get enough sleep, your skin can start to show it.
Energize it with ginseng, vitamin C and BURSTING BEADS®
that gently dissolve while blasting away dirt and oil.

