Maybelline Anti-Age Rewind Foundation

When viewing this advertisement, readers see a beautiful, middle-aged brunette with her hair blowing in the wind and a flirty smirk on her face. Examining the *Maybelline's Anti-Age Rewind Foundation*, readers will not question the validity of the speaker, but rather the validity of the model. The Maybelline Company advertises numerous make-up products in thousands of magazines, as well as countless TV commercials. The women in the advertisements are gorgeous, but appeal to the plain folk because of their simplicity in dress and hair style. Plain folk will most likely not have the beautiful, anti-aging genes the model in the ad has, but women still have a constant desire to look like the model. This specific advertisement appears in a spring time issue of *Good Housekeeping Magazine*, and definitely reaches a target audience. Many women approaching middle age read this magazine. Because this foundation works to cover up women's true age, this product appeals to them. Women will think, "I can look as beautiful as the model does!" The Maybelline Company knows women are considering spending more time outside during the spring, but are scared because of the intense radiation of the sun. Women know that sun damage causes wrinkles. Advertising a product in the spring that includes an SPF entices women to buy the product before spending time outdoors. Therefore, obviously the advertiser's awareness of the occasion remains evident in the ad. Additionally, the seller relates to the target audience because of the time, place, and appearance of the model in the ad. The model has slight wrinkles near her eyes, wears an appropriate hair cut for a middle aged woman, and dresses sophisticated yet trendy. The target market of this ad wants to be exactly like her, working as a means of persuasion.

MAYBELLINE
MAYBE SHE'S BORN WITH IT. MAYBE IT'S MAYBELLINE
NEW YORK