

PRINT ADVERTISEMENT ANALYSIS

Product: Nivea Active 3



The product being advertised in the print advertisement is Nivea Active 3. The product attributes are it is a 3 in 1 functional body wash which acts as a body wash, shampoo and shaving cream. The product comes in a small bottle and it is an ideal toiletry item for any busy men. Nivea claims the product to be the first 3 in 1 product that understood men's needs. It is gentle enough to be used as a daily body and hair shampoo but creamy enough to use as a

shaving cream, which is an ideal product for anyone who don't like to clutter their bathrooms with bunch of different products.

The layout of this print advertisement gives a masculine and sexual vibe. The tagline of this print advertisement "Shower, shampoo and shave girl not included" gives an informative yet humorous edge to it. This advertisement is informative which can be seen the way the brand explains what the product is about. This helps the brand to send the message clearly to their audiences and avoid any confusion and misunderstanding. This is because, if the brand did not display the product and all the information about the product, the audiences would mistake the advertisement for something else based on the visual used. Nivea has successfully portrays the desires of men through the print advertisement. The brand uses the power of sexual appeals and sex sells methods to promote the product. The visual will attract audiences' attention towards the print advertisement but not in good way due to the sexual elements of the image. Even though it effectively captures audiences' attention, audiences would feel the visual is inappropriate to be shown in public places. However, this type of print advertisement will not be shown and banned in Malaysia. This is because it contains sexual elements which go against advertising laws in Malaysia.

The target market of the product is mainly men age 20 to 40 years old with middle income to high income financial background. The product also targets men who are active and constantly on the go and needs a quick and easy product to use.

The print advertisement can be improved by changing the layout of the advertisement. This is because the layouts are too messy and the font size used in the body copy is too small. By changing the layouts, it will give the audiences a clear idea of what is the print advertisement is about and able to send the product's message clearly at just a glance.

The difference found in this print advertisement is the message. This advertisement is trying to send a message to their audiences that their product is unique and it is the first 3 in 1 body wash ever created in Malaysia. However, this product is no different from any other body wash. As long as people lather body wash with generous amount, it will be thick and creamy enough to be used as a shampoo and shaving cream. Moreover, this print advertisement is different in terms of strategy used and way of displaying the product. For example, in comparison to Kiehl's Ultimate Strength Hand Salve advertisement, Nivea uses attractive models to sell and promote the product while Kiehl's uses a more creative approach by using illustration and text to make the audience think what it is about. Besides that, Nivea print advertisement also uses a lot of text to inform the audiences while Kiehl's print advertisement uses illustration to send their message.