ANALYSIS OF PRINT ADVERTISEMENT

Product: Dolce & Gabbana Perfect Luminous Liquid Foundation

“Flawless Instant Radiance Foundation. Enhance Your Natural Beauty.”

The product being advertised in the print advertisement is Dolce & Gabbana Perfect Luminous Liquid Foundation. This foundation comes in a small package and has the ability to bring a golden glow to your skin and make dry skins appear smooth, healthy and hydrated. It is also lightweight which you won’t feel it when you apply the product to your skin.

Dolce & Gabbana has chosen one of Hollywood sexiest actress, Scarlett Johansson as a model to represent the product. As we know, the actress is famously known for her captivating natural beauty and sensuality. Scarlett is suitable to represent the product as it the brand can use her beauty and sex appeals to attract audience’s attention. By using Scarlett Johansson, the brand is also trying to send an indirect message to the audiences. ‘You can look as beautiful and have a skin as flawless and radiant as Scarlett Johansson's after using the product’.

The whole advertisement layout gives a seductive and sensual vibe which can be seen from the way the actress posed in the advertisement. Scarlett Johansson plays an important role in portraying the feelings and emotions required for the advertisement. In the advertisement, she
can be seen laying down on her front and facing straight to the audience, with the sheets placed loosely on her back while the light shines softly on her. The sheets are loose enough to reveal a small amount of skin. The pose creates the illusion of the actress having naturally beautiful skin. The attractive visual and bright colours help to catch large audiences’ attention. Besides that, the image would also make the audience feel envious towards her and creates the need and desire to be as beautiful as her when they are exposed to the advertisement.

The target market of the advertisement is towards women who have high income as Dolce & Gabbana is a luxurious and expensive brand. Beauty conscious women who use makeup in their daily lives to enhance their looks and, makeup enthusiasts who are always on the lookout for new cosmetics are also the target market of the product. Furthermore, the product is targeting Scarlett Johansson’s fans which are the main reason for choosing the actress in beginning. This is because Scarlett Johansson has a large fan base and with her popularity, it would influence the fans to buy the brand just so they can be closer and look like the actress.

There are a few ways the print advertisement can be improved. Firstly is the colour of the font and size of the font. The font colour needs to be changed to a bolder colour such as black. This is because the current font colour makes it hard for audience to read the text in the body copy as the colour of the text blends into the background. Plus, the size used for the font in the body copy needs to be bigger so that the audience don’t need to strain their eyes to read the body copy and improve readability factor. Besides that, the print advertisement needs to put more information about the product rather than just using the appeal of the actress. However, the information must be enough as not to crowd and clutter the whole advertisement.

For this print advertisement, the brand is saying that the product can enhance consumers’ natural beauty and make them look flawless and beautiful. However, when consumers try the product in real life, it wouldn’t have the same result. This is because; models used in advertisements are enhanced digitally to make them look perfect. It takes a lot of skills and experience to look as perfect as the model being advertised and it’s quite hard to achieve that level of perfection with just the product. Besides that, the print advertisement is delivering the brand’s message through a celebrity. This is different than the other two print advertisements in terms of perspective. The content of the message is also different compared to other print advertisements as it focuses on how normal people can attain celebrities beautiful skin just by using the product. Plus, by using a famous actress like Scarlett Johansson, the advertisement will attract more audiences; affect customers’ buying purchases and builds brand awareness among consumers. For example, audience would be aware that Dolce & Gabbana also has a cosmetic line, besides clothes, handbags and perfume.