ANALYSIS OF KIEHL’S PRINT ADVERTISEMENT

Product: Kiehl’s Ultimate Strength Hand Salve

“Works Hard for Hard Working Hands”

The product being advertised in the print advertisement is Kiehl’s Ultimate Strength Hand Salve. The product attributes are it helps to moisturise and repair dry skin caused by exposure to extreme conditions and elements. The product also uses organic ingredients and has a light scent which is almost odourless. Hence, it would not disturb the user's sense of smell while using it.

In this advertisement, Kiehl’s has used an interesting and smart way to advertise their product and deliver the product's message. The first thing you will notice about the print advertisement is the image of the hand in the centre of the advertisement. A bunch of screws, nails, nuts and bolts are used to illustrate an image of a hand. The image of the hand is illustrated to reflect the
headline message. The picture of the hand will draw the audience attention due to its unique design. Besides that, the headline also grabs the audience attention with the strong message and clever use of words as it reflects back to the illustration. The headline can be understood literally and figuratively. The headline implies that your hand is an important part of you (figuratively) which the advertiser creatively designs the image of the hand using different set of tools (literally).

If Kiehl’s aim was to send a powerful message towards their audience through their advertisement, the advertisement is highly effective due to the creative illustration and strong headline.

The target market of the print advertisement is mainly men, who works outdoors and does manual hard labour in their daily lives. However, people who have severe dry hands due to being exposed to harsh elements are also targeted by the product. Besides that, the product targets people of middle income to high income background and who are conscious of the appearances and healthiness of their body. This is because even though Kiehl’s is an expensive brand, the product is still affordable to middle income people.

There are a few things the print advertisement can improve to be more effective. Firstly, the font size used at the bottom of the advertisement needs to be bigger to ease the audience when they read the advertisement. Furthermore, the advertiser needs to place an image of the product being advertised. This is to avoid any confusion in the audience and make it easier for potential consumers to find and purchase the product when they know how the product looks like. Finally, bright colours are recommended to be used for the advertisement because the current colour looks dull. If there was no image of the hand, the advertisement will be overlooked.

For this advertisement, Kiehl’s promised to restore the dryness of consumers’ hands caused by extreme conditions and harsh elements through the product. Based on the excellent reviews of consumers who have used the product in the past, the brand has proven to keep their promise. Besides that, in this advertisement, the brand largely focuses on the creative visual and strong headlines to capture the audience attention. The message content is also different as this brand emphasizes on the message which is the importance of hands and people need to take care of this aspect of their anatomy and the benefits of the product. Unlike other print advertisements such as Nivea Active 3 and Dolce & Gabbana Perfect Luminous, Kiehl’s emphasizes on the message which is the importance of hands and people need to take care of this part of their body rather than showing the product’s benefits and using the power of celebrity.