The product being advertised in the advertisement is EOS Lip Balm. The brand has chosen a clever way of presenting the product to make it look beautiful and delicious and attract audiences’ attention. The advertisement also uses element of metaphor to subtly send the message of the product to the audiences. In the advertisement, few EOS lip balms can be seen displayed in an ice cream glass bowl. The EOS lip balms are
displayed to resemble dessert toppings, for example fruits. The brand is trying to imply that the product tastes and smells so sweet that it could be used as a substitute for fruits to go with your dessert. Moreover, by adding not one but few of the lip balms in the glass, the advertiser is signifying that the product is designed in a very small and compact packaging therefore flexible to be carried around. The soft color of the lip balm also characterizes the product that is designed to imitate sweet indulgences. Furthermore, advertiser uses words such as “soft”, “smooth” and “flavor” to portray that the product is not just an ordinary lip balm; advertiser wants audience to believe that the product is so desirable that it is possibly edible.

The layout of the advertisement delivers a positive and soft or mellow vibe, which is reinforced by the slogan that says, “The lip balm that makes you smile”. Moreover, the description of the product that says “keep your lips looking and feeling soft, smooth and perfectly moisturized everyday” matches the image the advertiser is trying to portray. Overall, the message in this advertisement was delivered clearly. In the body copy, advertiser has provided information about the product and where to purchase the product, hence making it easier for consumer to expect what they are getting when purchasing the product.

The target market for EOS lip balm is mainly females within 16 to 30 age range especially women who are beauty conscious and takes care of their body because lip balm is one of the most essential product in women’s life. Other than that, EOS is also targeting career women, as the product is very portable to be carried around whenever and wherever they go, for example the office.

There are a few aspects that could help improve this advertisement. For example, advertiser could display the interior of the lip balm in the print ads, so that audience would be more convinced by the promise values EOS offers such as the smoothness and as a moisturizer. In addition, it also helps audiences to understand clearly what the advertisement is about after looking at the displayed product. Other than that, text in the body copy needs to be bold and increased in size so it is clearer for audience to see and read the message written in the body copy.

In this print advertisement, the brand is trying to convince potential consumers that the product is much more than a normal lip balm, but in reality, the product’s function and features are no difference compared to other brands. The only feature that stands out is
the packaging of the product and the soft colors used for the product. Moreover, the shape of the product makes application of the product easier. Besides that, the brand also uses metaphors and attractive visuals to gain audience's attention. Compare to other print advertisements, this print advertisement contains a hidden message rather than direct implication.