A Case Study of L’Oreal/Maybelline Advertising in the United States and China

Master’s Thesis

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# Table of Contents

## Abstract

Chapter One: Introduction ........................................................................................................ 1

Appendices .................................................................................................................................. 14

Chapter Two: The History and Development of L’Oreal and Maybelline ......................... 15

Chapter Three: Analysis of Maybelline’s lipsticks Print Advertisements and TV Commercials ................................................................................................................ 21

Chapter Four: Conclusion and Implications .......................................................................... 57

References .................................................................................................................................. 62
Abstract

The history of cosmetics dates back to 10,000 B.C., spanning at least 6000 years in the human history. People’s purpose of using the cosmetics is almost the same; they want to make themselves more beautiful and attractive. Therefore, the cosmetics are very important to people, especially women.

L’Oreal/Maybelline company has achieved a big success after entering the Chinese market. A lot of factors contribute to its growth in sales and profits, such as appropriate marketing and advertising strategies, innovations with the technologies, etc. In 2010, sales in China rose to $1.38 billion, an 11.1 percent increase over the previous year. In 2010, L’Oreal China has become the third-largest market in China.

The thesis focuses on comparing the Chinese and American print advertisements and TV commercials for L’Oreal/Maybelline’s lipsticks products. There are a lot of similarities and differences existing between the L’Oreal/Maybelline company’s Chinese and American advertisements, because of the cultural and traditions differences.

Even though L’Oreal/Maybelline is a western company, its advertisements successfully adjust to the taste of the Chinese audiences and are well received by the Chinese people. Therefore, it is important for other companies, especially the western companies, to learn from the successful advertising strategies used by L’Oreal/Maybelline company.

Key Words: Advertisements, L’Oreal/Maybelline company, Lipsticks, Comparison
Chapter One  Introduction

The history of cosmetics spans at least 6000 years of human history and can be found in almost every society. Generally speaking, the history of cosmetics dates back to 10,000 B.C. People have been working hard at looking their best for centuries, which makes cosmetics have such a long history. It was extremely important to the ancient Egyptians that they looked and smelled good, because the old expression “cleanliness is next to Godliness” is that old – they believed it very strongly. Therefore, they needed to find ways to make themselves look at least presentable. Cosmetics was one of those things. They had a knack for developing natural formulas to solve their skin challenges. Around the fifteenth to the tenth centuries B.C., they had cosmetic products that would get rid of stretch marks, shrink wrinkles, get rid of scars, and make hair grow. Some of the other cosmetics the ancient Egyptians used were eye makeup, face creams and body oils, as well as a wide array of perfumes and fragrances (Martell).

Because there was so much emphasis on looking good, Egyptian women had to find a way to do it. And one of the things they came up with was something called “mesdemet.” Mesdemet was made of copper and lead ore – not the safest thing to be constantly putting on your face, but it did the job. They applied green to their lower eyelids, then black or dark gray to their eyelashes and upper eyelids. And keeping with their spiritual beliefs, the dark colors were designed not only to enhance their appearance, but also to ward off evil eyes. Some research done by L’Oreal, along with scientists from the Louvre in Paris, revealed
that the black eye makeup used back then had ingredients that had to have been chemically made, because a natural origin could not be found. The research also showed that mesdemet got its creamy smoothness from its 7-10% fat content. That is just the same as many of the eye cosmetic products on the market today (Martell).

The Greeks were also known to paint their faces, and the Romans used oil-based perfumes in baths and fountains and even applied them to their weapons. The Roman Lucian is noted to have talked about women and cosmetics in his time, referring to their polishing their teeth and eyebrows (Martell).

Chinese people began to stain their fingernails with gum arabic, gelatin, beeswax and egg around 3000 B.C. The colors used represented social class: Chou dynasty royals wore gold and silver; later royals wore black or red. The lower classes were forbidden by the royals to wear bright colors on their nails (Martell).

Alcohol-based perfumes were developed in the Middle East and were brought to Europe by the Crusaders in the thirteenth century. The art of creating new fragrances by blending ingredients was developed in France in the seventeenth century. Natural perfumes were made from ingredients like flowers, roots, fruits, rinds or barks, or any other naturally occurring aroma containing product. This was an incredibly labor intensive process that required enormous amounts of natural ingredients to produce small quantities of fragrance.
In the nineteenth century chemical processes were developed to replace the natural methods (Brief History of Beauty).

For many centuries, and into the nineteenth, a whitening agent for the face was used, composed of carbonate, hydroxide, and lead oxide. These agents, cumulatively stored in the body with each use, were responsible for numerous physical problems and resulted in some cases in muscle paralysis or death. By the nineteenth century, zinc oxide became widely used as a facial powder, replacing the more deadly mixture. Other poisonous substances were used in eyeshadow (lead and antimony sulfide), lip reddeners, and to make one's eyes sparkle. Antiperspirants and deodorants first appeared in the 1890s with aluminum chloride as the active ingredient. Aluminum chlorohydrate was substituted in the 1940s, after complaints of skin irritation, and it continues to be used today.

The commercial cosmetics industry saw its earliest substantial growth in the beginning of the 20th century. Through published information, women were informed during the four decades between the 1910s and 1950s that exercise, diet, and the proper use of cosmetics and hair products could make them more attractive. This use of beauty aids, though not a new concept in many circles, had long been associated with women of suspect morals. Perhaps one of the most influential events on the cosmetics industry was the advent of the cinema, and later, the introduction of color films. Theda Bara, an early actress, caused a sensation when she appeared on the screen heavily adorned by the cosmetics of Helena Rubinstein. Rubinstein developed mascara, as well as the concept of colored powder. She
borrowed the idea of color-shaded eyes from the French stage and accentuated mouths by reddening them. Max Factor, a Hollywood makeup artist, contributed to the cosmetic industry with a wide variety of products, including pancake make-up. These products were the result of developments in film technology, because technicolor movies and color television required adjustments in makeup to achieve the desired effects (Brief History of Beauty).

World War I had a significant impact on the reach of cosmetics. Due to the sudden absence of men in American society, women gained more independence in the late 1910s, both socially and financially. This enabled them to acquire a disposable income, which many working class women used to buy make-up. The cosmetics industry grew rapidly during the 1920s. Advertising expenditures for radio went from $300,000 to $3.2 million between 1927 and 1930. At first, many women's magazines refused advertisements for cosmetics, but, by the end of the '20s, cosmetics provided one of their largest sources of advertising revenue. In 1927, permanent waving as a chemical method was invented, easing the process to achieve the popular look of waved hair (Brief History of Beauty).

Hollywood also affected the perception of tanned skin, reversing the emphasis on whiteness that had been encouraged until that point. An ad in 1929 marketed a self-tanning liquid and powder “that beats the sun at his own game.” The 1950s saw the increased marketing of skin tanning aids, following on the production of “leg make-up” during
World War II, developed in response to the shortage of stockings during the war (Brief History of Beauty).

The ascension of television in the 1950s saw a transfer of the popular radio soap operas, which are the programs whose sponsors were soap companies such as Procter & Gamble, to television. Advertisements for cosmetics and hair products were prevalent. Lips and eyes were major points of emphasis for the cosmetics industry. The 1960s saw the growing popularity of both false eyelashes and “natural” cosmetic products. Natural products were those based on botanical ingredients like carrot juice and watermelon extract. In the 1970s certain ingredients were banned from use by the industry because of endangered species legislation that was passed as part of a growing environmental movement (Brief History of Beauty).

Throughout the last few decades, women’s choices of cosmetics have greatly increased. There are many companies selling many kinds of makeup. Cosmetics now includ eye makeup, facial-cleansing systems including cleanser, nail polish, lipsticks, etc. As a result, cosmetics are a multi-billion dollar industry nowadays in the United States and throughout the world (The history of cosmetics).

Nowadays, makeup has been used in a variety of different ways. Some people prefer dramatic looks, while other people prefer a natural look. As estimated in 2008, the American cosmetics and beauty aid industry totals over $20 billion in sales. The market is
dominated by hair and skin care products that are heavily advertised in print and on television (Brief History of Beauty).

Advertising campaigns for cosmetic and toiletry products are leading a major surge in advertising expenditures in China, as the latest research information shows. These findings reflect the continued growth and investment in this industry. Cosmetics and Toiletries came in first in the Top 5 advertising categories in 2004 for the Greater China region, behind Foodstuff, Pharmaceuticals, Retail & Services and Real Estate, according to CTR market research. The Cosmetics & Toiletries category saw an advertising spend of $4.82 billion, an increase of 34 per cent compared with the same period in 2003. Currently the market for cosmetics in China is valued at €3 billion. Industry analysts estimated that this figure could increase ten-fold for the year 2010 (Cosmetics drive surge).

Chinese television did not begin until 1958. At that time, only one channel served the capital city, Beijing. In the following 30 years, Chinese television went through three tumultuous stages that determined the current state of Chinese television. China first began to experiment with television in 1956 with the assistance of the Soviet Union. Regular schedules of television programs were published for the first time in September 1958. The first station was called Beijing Television. By 1960 fewer than a dozen cities had stations that served the densest urban areas, which was far from being a network. In the middle of 1960, the break between China and the Soviet Union hampered the development of all aspects of the Chinese economy (Chang 212-225).
However, during the first few years of the Cultural Revolution, television was stopped entirely. Many broadcasters were dismissed, and equipment was not maintained. After the death of the Four Gang, Chinese television resumed to develop rapidly. By the end of 1984, China added 53 program-originating TV stations to the number of 52 in 1983, reaching a total of 105. In addition, TV rebroadcast stations and low-power TV frequency translators, which serve the county seats and some rural districts, had increased up to 7,475 according to the 1983 figures (Chang 212-225).

In 1976, Chinese television began to broadcast world news with footage provided by counterparts abroad. It began and continued to buy foreign programs since 1976, which enabled Chinese people to see the international news and entertainment programs, such as movies and basketball games originating in foreign countries. Along with the modernization drive in the past few years and large investments from the government and the Party, the Chinese television industry developed rapidly. By the end of 1980, of the country’s 29 provinces, municipalities, and autonomous regions, 25 had built their own television industries. Through 1982 more than 50 television production plants turned out all types of television sets for family use, teaching, medical treatment, and industrial purposes, as well as equipment for transmission, receiving, and relaying. China Central Television (CCTV), which is the main network in China now, has several channels and the programs broadcast on each channel range from domestic and international news and movies or games to educational programs and advertisements, etc. (Chang 212-225).
Advertisements are relatively new in China’s mass media, appearing only after the Cultural Revolution that took place in 1968. CCTV first began to present commercials in 1979. Ever since, domestic advertising has played an increasingly important role in Chinese television, for CCTV relies on commercial advertising to supplement its budget. Advertising agencies and clients alike stress the need for TV commercials that they think are helpful in cementing ties between production and marketing and in activating the market (Chang 212-225).

At present, due to the rapid development of the science and technology, the Chinese television industry has stepped into a new era. Digital, mobile and LED television techniques have been adopted by China. In addition, people can also watch TV online. Nowadays, people in China are able to watch television programs by a variety of ways and more conveniently.

As the rapid development of the globalization, China is more and more open-minded. It now more easily accepts the western opinions and ways of doing things. There is an increasing number of people who keep in trend with the American and western styles and fashions. However, China currently is still not a country that is totally able to accept the western styles and opinions. Therefore, at present, China is undergoing a period in which it progressively begins to accept and melt into the cultures of the world. It is important for the international companies which are ambitious to share the Chinese market to get to know the conditions of China and to make appropriate advertising and marketing strategies to
promote their products in China and some other countries.

Focus of this Study

The main problems to be dealt with in this thesis are to compare the advertisements and commercials designed by the L’Oreal/Maybelline Company to promote its cosmetic products in China and the United States. The focus will be the advertisement of lipsticks presented on television and in printed versions in China and the United States. The products chosen to be analyzed are lipsticks such as the Extreme Moisture lipsticks and the Water Shine lipsticks. The commercials and the print advertisements of these products were released in 2006 and 2009 in China and the United States.

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<tr>
<th>China 2006</th>
<th>United States 2006</th>
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<tr>
<td>Print ads Extreme Moisture lipsticks</td>
<td>Print ads Extreme Moisture lipsticks</td>
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<td>TV ads Extreme Moisture lipsticks</td>
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<th>China 2009</th>
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<td>Print ads Water Shine lipsticks</td>
<td>Print ads Water Shine lipsticks</td>
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<td>TV ads Water Shine lipsticks</td>
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The cultures, customs, and traditions of China are, to great extent, different from that of the United States. For example, with terms such as “sex appeal,” Chinese people are very conservative and always avoid talking about it. However, the Americans are very open-minded and like to talk about it. Furthermore, Chinese people consider it is shameful for them to talk with others in public, let alone choose it as a theme to be pictured in the advertisement or commercials. On the contrary, the Americans consider sex appeal synonymous with beauty, and they like to show it in front of others. In the United States, if
a girl is very sexy, she will be adored by a lot of boys evidently. Therefore, the creative strategies for advertisements must be selective in choosing the themes, especially for the international companies. If the themes of the commercials offend the local people’s traditions or cultures, the advertisement not only cannot sell their products, but will also have difficulty obtaining the trust and preference of the customers. In other words, the advertisements cannot be effective unless they are designed differently to meet the need and cultural taste of local people of the two countries.

There is a big difference existing between the cultures and traditions of the countries of the United States and China. Therefore, it is important to know the differences in order to appropriately design the commercials and advertisements based on these differences. Only if the advertisers of the international companies know the cultural and traditional differences of the target countries, will they be able to design the well-received commercials and advertisements to boost sales of the companies. The purpose of doing this research is to analyze the differences between the commercials and the print advertisements presented in the United States and China in terms of the language, content, and style, etc.

The ultimate goal this thesis wants to accomplish is to show that differences in the language, content, and style really exist in the commercials and advertisements of the lipstick products, which are presented respectively in the United States and China. The marketing and advertising strategies adopted are different in the two countries because of
the differences of the cultures and traditions. This research will provide some guidance for international companies which have the ambition of promoting and selling their products in a variety of different countries with diverse cultures and traditions.

Methodology

The method used in the thesis is essentially a content analysis and comparison. The strategies adopted to create the language and visual symbols in the commercials and print advertisement include the characters, colors, and products. The content of the commercials and print advertisement, the meaning of the content between the lines and behind the language, and the effects created by those communication tools will be analyzed and evaluated.

The “:30 Spot Quiz” used in Hugh Rank’s book The Pitch will be referred to analyze the advertising strategies adopted by the lipstick commercials. First of all, the target audience of the commercials and print advertisements will be identified. Second, the advertising strategies, such as repetition, association and composition that are used in the commercials in order to intensify the attractiveness of the products and to arouse the target audiences’ desire to buy the products, will be analyzed. Third, it is also necessary to notice the verbal and non-verbal communication tools used in the commercials. The advertising strategies in the commercials, such as the attention-getting words, confidence-building techniques, and desire-stimulating appeals will also be analyzed, all of which are used to persuade the target audience to buy the products.
The materials that are to be analyzed are the television commercials and print advertisement designed by the L’Oreal/Maybelline Company. Specifically, the Extreme Moisture lipsticks and the Water Shine lipsticks’ commercials and print advertisements, which were presented in China and the United States, respectively, in 2006 and 2009, will be analyzed.

Plan of this Study

After completing the main part of the thesis, it is safe to draw conclusions about the advertising and marketing strategies used by L’Oreal/Maybelline Company to promote its products --- the lipsticks, such as the Extreme Moisture lipsticks and the Water Shine lipsticks. The differences exist between the content, language, and the style of the editions of the lipsticks’ commercials and print advertisement presented in China and the United States.

After conducting the research, it is important for the advertisers in the international companies to pay sufficient attention to the cultural and traditional differences between the two countries in order to promote more effectively their products and to boost sales in the target market and countries. This paper will provide some guidance for the international companies to create their advertisements and commercials and to choose the advertising and marketing strategies.
Appendices

The material to be analyzed includes the commercials and print advertisement samples designed and presented by the L’Oreal/Maybelline Company in China and the United States.

Television Commercials

The American edition of the commercials of the Moisture Extreme lipstick in 2006 http://www.youtube.com/watch?v=xGgp87q3Vf0


Print advertisements

http://image.baidu.com/i?ct=503316480&z=&tn=baiduimagedetail&word=%C3%C0%B1%A6%C1%AB%B9%E3%B8%E6&in=20949&cl=2&lm=-1&pn=2&rn=1&di=17267865750&ln=2000&fr=ala0&fmq=&ic=&s=&se=&sme=0&tab=&width=&height=&face=&is=&istype=

http://image.baidu.com/i?ct=503316480&z=&tn=baiduimagedetail&word=%C3%C0%B1%A6%C1%AB%B9%E3%B8%E6&in=20949&cl=2&lm=-1&pn=2&rn=1&di=17267865750&ln=2000&fr=ala0&fmq=&ic=&s=&se=&sme=0&tab=&width=&height=&face=&is=&istype=#pn73&-1

http://image.baidu.com/i?ct=503316480&z=&tn=baiduimagedetail&word=%C3%C0%B1%A6%C1%AB%B9%E3%B8%E6&in=20949&cl=2&lm=-1&pn=2&rn=1&di=17267865750&ln=2000&fr=ala0&fmq=&ic=&s=&se=&sme=0&tab=&width=&height=&face=&is=&istype=#pn856&-1
Chapter Two: The History and Development of L’Oreal and Maybelline

After the reform and opening-up took place, China began to be more open-minded and accept foreign ideas and to import more products produced by western countries. As a result, more and more foreign corporations were able to access the big Chinese market and
sell products to Chinese people. This helped those organizations to increase sales because of the huge Chinese market. The L’Oreal Company is one of those corporations that sought to earn profits from the Chinese market.

L’Oréal, one of the largest companies in France, is the world's largest manufacturer of high-quality cosmetics and perfumes, producing such well-known brands as Lancôme, Ambre Solaire, and Cacharel. Its total sales are $2.4 billion ahead of those of its closest competitor, Unilever, and more than double those of Revlon and Shiseido. L’Oreal boasts a worldwide distribution network as well as the industry's highest research and development budget and the largest cosmetological laboratories in the world (History of L’Oreal).

In 1907, Eugène Schueller, a young chemist, began to concoct the first synthetic hair dyes at night in his kitchen and sell them to hair salons in the morning under the brand name Auréole. His strategy was successful. Within two years, he established the Société Francaise des Teintures Inoffensives pour Cheveux, which soon afterward became L'Oréal (History of L’Oreal).

The company put great emphasis on the improvement of technology. Its enormous commitment to research resulted in the success of a great number of products, such as Lancôme's Niosôme. At present, L'Oreal’s principal subsidiaries include Lancôme Parfums et Beauté; Helena Rubenstein Inc.; Parfums et Beauté International et Cie; and Cie et Artoisienne de Gestion (History of L’Oreal).
L’Oreal approached the Chinese market in the 1980s and established its first market testing facility in Hong Kong in 1993. Since then, it has built a business selling its luxury, midrange and mass market products through a network of 33,271 sales points including department stores, hypermarkets, hair salons and perfumeries. Its research center is located in the Pudong district of the city, home to the iconic Pearl Tower and the tallest skyscrapers in the city (History of L’Oreal).

Much like its business elsewhere around the world, L’Oréal's distribution in China is extremely varied. On the higher end of the spectrum, it supplies shampoos and other hair care products to a premium salon in the Plaza 66 shopping mall. But it also has a presence in the Shanghai No. 1 Pharmacy, where its Vichy counter is surrounded by glass display cases of ginseng and dried bullfrog organs (History of L’Oreal).

L’Oreal China Co., Ltd., reported a sales value of 1.5 billion Yuan ($180 million US) in 2003, 70 percent more than the previous year. According to the president of L’Oreal China Co., Ltd, Paolo Gasparrini, the growth in sales on the Chinese market was the highest of all L’Oreal companies in various parts of the world (L’Oreal reports huge profits).

Since landing on the Chinese market in 1997, L’Oreal has invested $120 million to expand its market share. It has purchased three famous Chinese cosmetic companies
including Yue- Sai and Mininurse and built production bases in Suzhou and Yichang cities and in the Shanghai-based Pudong New District (L’Oreal reports huge profits).

L’Oreal opened its fourth product development center in Shanghai in 2010 to develop hair-dyeing and protection products catering to the special needs of Chinese consumers. The other three centers are located in Paris, New York, and Tokyo (L’Oreal reports huge profits).

Currently, there are 12 brands of L’Oreal products sold in China. The sales of Maybelline brand lipstick account for a quarter of the market share of lipsticks in China (L’Oreal reports huge profits).

China registered a strong sales volume of 5.45 billion Yuan in 2007, an increase of 30 percent over the previous year. Sales in China account for 4 per cent of the cosmetics giant's global market pie, making it one of the 10 most important markets worldwide for L'Oreal.

In 2010, sales in China rose to 9.085 billion yuan ($1.38 billion), an 11.1 percent increase over the previous year, and a double-digit gain for the 10th consecutive year. The world's largest cosmetic group aims to gain one billion new consumers globally in the coming few years, doubling its current number. Around half of those will reside in Asian countries, according to Alexis Perakis-Valat, CEO of L’Oreal China at a news conference (New customers make up). These strong sales figures, which were boosted by a growing appetite for cosmetics in the country, made L’Oreal China the
third-largest market in 2010, following the United States and France. China was the company's fifth-largest market in 2009 and seventh in 2008.

“Although last year was quite challenging, we managed to achieve growth in both sales and profits, and expand our market share, largely through innovations, new product launches, the development of new market categories and a deepening of distribution,” said Paolo Gasparrini, president of L’Oréal China.

Entering China 10 years ago, L'Oreal ranks second in terms of market share and sales in the country. Apart from its high-end cosmetic brands such as Lancome and Biotherm, it has been seeking to tap sales for China's middle- and low-end mass products.

Maybelline is an internationally well-known brand. Its products are mainly make-up and are popular throughout the world. It was bought by L'Oréal in 1996. The typical motto of its advertising is as follows: “Maybe she's born with it. Maybe it's Maybelline.”

In terms of the history of Maybelline company, it was created by New York chemist T. L. Williams in 1915. Williams, who was in his early 20s, noticed that his younger sister was applying a mixture of Vaseline and coal dust to her eyelashes to give them a darker, fuller look. He adapted it in his small laboratory and produced a product called Lash-Brow-Ine. The product was a local sales hit, but the awkward name held it back. His sister, who inspired the product, was named Maybel. So T. L. Williams renamed it Maybelline, a
combination of “Maybel” and “Vaseline.” It is under this name that Maybelline has achieved its now legendary status in the field of cosmetics. In 1917, the company produced Maybelline Cake Mascara, “the first modern eye cosmetic for everyday use” and, in the 1960s, Ultra Lash was its first mass-market cosmetic (Maybelline).

In 1967, the company was sold by T. L. Williams to Plough, Inc. (now Schering-Plough) in Memphis, Tennessee. The entire cosmetic production facility was moved from Chicago to Memphis over one weekend. In 1975, the company moved its factory to Little Rock, Arkansas, where it is still located. In 1990, Schering-Plough sold Maybelline to a New York investment firm, Wasserstein Perella. In 1991, the company adopted its current advertising slogan, “Maybe She's Born With It. Maybe It's Maybelline” tagline. After Maybelline was acquired by L’Oreal in 1996, its headquarters moved to New York City. In 2000, the makeup factory moved to Brooklyn, New York (Maybelline).

All in all, both L’Oreal and Maybelline companies are the leading and influential cosmetics suppliers in the Chinese market. After Maybelline was acquired by L’Oreal company, the brand became more powerful and attract more customers. The company continues to enlarge its market share by making great efforts in developing new cosmetics products, innovating with the technologies to produce cosmetics and making the appropriate marketing and advertising strategies, etc.
Chapter Three: Analysis of L’Oreal/Maybelline lipsticks Print Advertisements and Commercials

L’Oreal/Maybelline’s Chinese and American print advertisements and TV commercials for Moisture Extreme and Water Shine lipsticks have a lot in common, but also have a lot of differences. In this chapter, I will describe, interpret and compare the similarities and differences between the Chinese and American print advertisements and TV commercials for Maybelline’s Moisture Extreme and Water Shine lipsticks.
Print Ad A Moisture Extreme 2006 (China)

A woman appears on the left side of the print advertisement, accounting for almost half of the whole advertisement. Only her face and some part of her right shoulder can be seen in the advertisement. She has light yellow skin, dark hair and dark brown eyes, and she wearing red lipstick. A bunch of red roses with a lot of drops of water on them is directly under her chin. This woman is Ziyi Zhang, a very famous Chinese actress. She gained her reputation by playing in a lot of international films. Now, she continues her career in Hollywood in the United States. She stands outdoors and is in front of a flower stand. A fire escape stairs are above the flower stand. A lot of red, pink and white flowers are put outside the flower stand. A red lipstick is at the bottom right corner of the print advertisement. On the right side of the print advertisement there are several Chinese characters, which mean “Moisture goes deep; color comes alive.” The words “Moisture Extreme Lipcolor” are below them.
MOISTURE EXTREME® LIPCOLOR
柔润极致唇膏

主要特点
- 高度滋润，长时间保持
- 颜色饱满，持久不晕
- 适合所有肤色，百搭选择

使用方法
- 直接涂抹于嘴唇，均匀分布
- 可叠加使用，增加色彩饱和度

注意事项
- 请置于儿童无法触及之处
- 请避免接近火源

成分
- 植物蜡
- 天然色素
- 滋润保湿成分

适合肌肤
- 干性肌肤
- 中性肌肤
- 油性肌肤

包装容量
- 3.5g

成分配比
- 植物蜡：50%
- 天然色素：30%
- 滋润保湿成分：20%
Print Ad B Water Shine Lipcolor (U.S.A.)

A mixed race woman’s face is in the middle of the print advertisement, accounting for almost the entire print advertisement. She has blue eyes and dark hair, although only a small bit of hair can be seen. She wears the pink lipcolor. She dresses in light pink and wears two necklaces, which are a pearl necklace and a silver chain necklace. She looks straight at the readers. A lot of white soap bubbles surround her. The word “Maybe” and the slogan --- “Maybe she’s born with, maybe it’s Maybelline” is at the bottom of the print advertisement.
A woman’s face is on the left side of the print advertisement, accounting for about one third of the whole print advertisement. She has light skin, dark hair and brown eyes, and she wears red lipstick. She stands in front of a flower stand that can be seen in the right background. She holds a bunch of red roses. The color of the flowers is as red as the lipsticks besides it. The woman’s name is Deepika Padukone. She is a very famous Indian actress and a former model. She made her acting debut in the 2006 Kannada film *Aishwarya*. The following year, she made her Hindi film debut in the blockbuster *Om Shanti Om* which helped her earn the Filmfare Best Female Debut Award. Two red lipsticks are arranged below and to the right of her face, one without the cap. Several lines of words are below her face, and these read “Moisture goes deep, color comes alive and Moisture Extreme lipcolor.” A vertical row of 24 lipcolors are on the extreme right side of the advertisement, ranging through the pink, purple, chocolate, and red colors. The background shows that a lot of pink, red, white and pink flowers are outside on the flower stand. The brand name “Maybelline” and the slogan “Maybe she’s born with it, Maybe it’s Maybelline” are at the bottom of the print advertisement.
MOISTURE GOES DEEP
COLOR COMES ALIVE!

MOISTURE EXTREME™
LIPCOLOR
MOISTURIZES WITH 3X THE POWER OF A LIP BALM.*
Feel the difference: reds pop, pinks blossom, purples go richer.
PROTECTS WITH SPF 15.*
IN 24 SUMPTUOUS, NON-FEATHERING SHADES.

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

maybelline.com

*Based on a consumer study.

For more information, call Maybelline New York on the toll-free number 1-800-252-6500 or e-mail us at askbob@maybellineindia.com.
An American woman appears on the upper left corner of the print advertisement. Her whole face, some part of her neck and three fingers can be seen from the print advertisement. She has white skin and brown eyes, dark hair and wears the pink Water Shine lipcolor. She also wears a pair of aqua color earrings. She looks up to her right direction and is touching the surface of the mirror with her middle finger. The woman’s face and lips are partly reflected by the mirror. A railing is behind her. A line of ten colorful lipcolors are arranged vertically in a line on the edge of the right side of the print advertisement, and all of them appear to be in water. On the left side of the line of the lipcolors, it reads “dip into aqua-mirror shine” and “Watershine lipcolor.” The brand name “Maybelline” and the slogan “Maybe she’s born with it. Maybe it’s Maybelline” are on the lower left corner of the print advertisement. The background consists of tall buildings that are small in size compared to the size of the woman’s face.
DISCOVER WATER-REFLECTIVE COLOR
DIP INTO AQUA-MIRROR SHINE

WATERSHINE LIPCOLOR
Aqua-Mirror formula reflects a brilliant, three-wear shine. Stays all day.
With Vitamin E for an astounding, water-light moisturizing feel.
New soft, smooth, stay-put, non-sticky stain in eight gorgeous shades.
Print Ad G Water Shine lipstick 2009 China

The woman in this print advertisement is named Ziyi Zhang. She is a very famous Chinese actress. She gained a reputation worldwide and now continues her film career in Hollywood in the United States. Her upper half body appears in the left part of the print advertisement. She has light yellow skin, dark eyes and long dark hair, and she is wearing the red lipcolor. She has a white coat and carries a white handbag on her shoulder. On the right part of the print advertisement, there are three lipcolors and two words: “Water Shine”. The poster of a Maybelline advertisement in red is behind her. On the bottom right corner of the print advertisement, there are three lines of words. The first line is the brand name (Maybelline), which is written in large Chinese characters. The second line is “Ziyi World New York”. The third line is “Maybelline” in English. A line of five small rectangles with colors of orange, red, pink, blue and green lies between the second and third line.
Print Ad H Water Shine lipstick 2009 (China)

A woman’s image is in the upper left of the print advertisement, accounting for about one third of the whole print advertisement. Most of her face and some part of her neck and left shoulder can be seen in the print advertisement. Some part of her clothing can be seen in the advertisement. She has yellow skin, dark hair and dark eyes. She wears the pink lipcolor. Her name is Ziyi Zhang. She is a very famous Chinese actress and gained an international reputation by appearing in a lot of films. She now continues her film career in Hollywood in the United States. On the right side of the print advertisement, there is the image of a large drop of water with many white and pink flowers inside. Two lipcolors are under this fake drop of water. The background of the water and lipcolors is pink with flowers on it. The brand name “Maybelline New York” is at the bottom of the print advertisement. Chinese characters that mean “Light floral crystal pink; Blossom natural pure beauty” are beside the face of the women. There are twelve words in total and separate in two lines with six words in each line. The first two characters in the two lines are written in white and the rest words are written in pink. The fake drop of water is right below the pink characters. The woman’s face turns toward the right side of the print advertisement, and her pink lips are close to the large drop of water.
Interpretation of Print Ads

Print Ad A

The target audience of this print advertisement is the young to middle-aged woman from twenty-five to forty-five years old. The advertising strategies used in the print advertisement include attention-getting, confidence-building, and desire-stimulating techniques.

First of all, in terms of the attention-getting techniques, in the print advertisement, the woman’s face is very large, accounting for almost half of the whole page. She wears the red lipstick. Her face is very white, so the red color of her lips has great contrast with the white color of her face. The red roses under her face strengthen the redness of her lips. There is no doubt that the woman’s red lips are the highlight of the whole print advertisement. The colorful flowers at the background of the print ad symbolize the colors of the lipsticks.

Second, this print advertisement uses the confidence-building techniques. For example, the presenter, Ziyi Zhang, is a very well-known actress at home and abroad. She becomes famous in China after she played a role in prestigious director Zhang Yimou's The Road Home, when she was 19 years old. This movie enabled her to win the Silver Bear award in the 1999 Berlin Film Festival. She achieved wider fame in the West after starring in major roles for Crouching Tiger, Hidden Dragon (2000), Rush Hour 2 (2001), House of Flying Daggers (2004), and Memoirs of a Geisha (2005) (Zhang Ziyi). Even though her name dose not mention in the advertisement, it is easy for the audience to recognize her, because
she is a very famous actress and international star developing her film career in the Hollywood in the United States. Ziyi Zhang has cooperated with Maybelline for eight years since 2002. She is the celebrity for the L’Oreal/ Maybelline company in the Asian area.

Third, in terms of the desire-stimulating techniques used in the print ad, it emphasizes the “moisture” in the advertisement. In addition, the roses the presenter holds symbolizes that if you wear the red lipstick, your lips will be like the color of the red roses.

Print Ad B

The target audience of this print advertisement is the young to middle-aged woman from twenty-five to forty-five years old. The advertising strategies used in the print advertisement include attention-getting, confidence-building, and desire-stimulating techniques.

First of all, the print advertisement uses the attention-getting techniques to draw the attention from the readers by putting the woman’s face in the middle of the print ad. As people see this advertisement, the first impression is this woman’s face. She wears pink lipcolor and her lips are very shiny.

Second, the confidence-building techniques are used in the print ad. The presenter in the advertisement looks directly at the audience and appears very engaging.

Third, this advertisement also uses the desire-stimulating techniques. Her pink lips are very
outstanding because they are very shiny and get a lot of lights. The lips make her very sexy.

At the bottom of the print advertisement, a big word --- “Maybe” is written. “Maybe” means a lot of possibilities. In this advertisement, it indicates that there are a lot of possibilities that what this woman will do as she dresses up. These possibilities include that woman maybe goes out to have a date with her boyfriend, attend a party, or go out to have a dinner, etc.

Print Ad C

The target audience of this print advertisement is the young to middle-aged woman from twenty-five to forty-five years old. The advertising strategies used in the print advertisement include attention-getting, confidence-building, and desire-stimulating techniques.

First of all, the print advertisement uses the attention-getting techniques. For one thing, the woman’s face gets a lot of lights and is white with a little black. The color of the women’s lips is red. So is the color of the roses which she holds. These two things echo and enhance each other, strengthening the effect that if you wear the red color lipstick, your lips will turn on a new look, just like the blossom of the red roses. In addition, the two red lipsticks beside the red roses also echo the red color of the woman’s lips and roses. For another, a line of 24 lipsticks are arranged on the edge of the right side of the print advertisement. Their colors are much like the colors of the flowers outside the building at the background. All in all, this ad put great emphasis on the echo of the colors in the advertisement. It links
the color of the lips, lipsticks, and the roses together, producing an integrated effect. In addition, it uses the colorful flowers symbolize the colors of the lipsticks.

Second, the print advertisement uses the confidence-building techniques to persuade the readers. The presenter in the ad is called Deepika Padukone. She is a very famous Indian actress and a former model. She made her acting debut in the 2006 Kannada film *Aishwarya*. The following year, she made her Hindi film debut in the blockbuster *Om Shanti Om* which helped her earn the Filmfare Best Female Debut Award. In the print ad, nonverbal language is used. For example, the woman does not look directly at the audience, but we see her looking to her right. She also smiles gently. Her image produces a beautiful and sex appeal effect.

Third, the desire-stimulating techniques are also used in the print advertisement. The words in the ad read that “Moisture goes deep. Color comes alive.” The word “moisture” emphasizes the characteristics of the lipsticks. The word “deep” indicates the efficiency of the moisture level of the lipsticks.

Print Ad F

The target audience of this print advertisement is the young to middle-aged woman from twenty-five to forty-five years old. The advertising strategies used in the print advertisement include the attention-getting and desire-stimulating techniques. First of all, this print advertisement uses the attention-getting techniques to grip the attention of the audience. The woman has white skin and her face gets a lot of lights. When
people see the ad, they will be attracted by her face easily. She wears a pink lipcolor. The blue color is the main color in the ad.

Second, the words that read “Dip into aqua-mirror shine” emphasize the characteristics and quality and usefulness of the products.

In addition, this print advertisement has very clear and coherent theme. For one thing, the main color in the ad is blue. The sky at the background is blue and the water which the woman touches is also blue. For another, the products’ name is Water Shine. Therefore, the message of the ad is related to the water. The woman uses a finger of her right hand to touch the water. On the other side of the ad, the ten lipsticks which are in a row are in the water. In addition, the earrings the woman wears are aqua, which means water.

Print Ad G

The target audience of this print advertisement is the young to middle-aged woman from twenty-five to forty-five years old. The advertising strategies used in the print advertisement include attention-getting, confidence-building, and desire-stimulating techniques.

First of all, this advertisement uses several attention-getting techniques. For one thing, it uses the red color as the background color. The red color is Chinese people’s favorite color. It symbolizes happiness, good luck and celebration. This color is often used in the important occasions such as the big ceremony and celebration of the spring festival. For another, it uses the color contrast to grab the attention of the target audiences. The white
color of the woman’s clothing and her handbag and the red color of the background poster form a great contrast.

Second, this print advertisement uses the confidence-building techniques. There are three focuses in the advertisement. The first one is the woman in the middle of the print ad. Her name is Ziyi Zhang. The second focus is her Chinese name, which is written in yellow characters beside her. The three yellow Chinese characters are very eye-caching in the print advertisement. The third focus is the three lipsticks on the right side of the print ad. The presenter’s name is Ziyi Zhang. She is a very well-known actress at home and abroad. She becomes famous in China after she played a role in prestigious director Zhang Yimou's *The Road Home*, when she was 19 years old. This movie enables her to win the Silver Bear award in the 1999 Berlin Film Festival. She achieved wider fame in the West after starring in major roles for *Crouching Tiger, Hidden Dragon* (2000), *Rush Hour 2* (2001), *House of Flying Daggers* (2004), and *Memoirs of a Geisha* (2005) (Zhang Ziyi). Ziyi Zhang has cooperated with Maybelline for eight years since 2002. She is the celebrity for the L’Oreal Maybelline company in the Asian area. In addition, some nonverbal body languages appear in the print advertisement. For example, she smiles and looks directly at the readers, displaying her happiness.

Last but not least, it uses the desire-stimulating techniques. As the woman in the ad dresses like a business woman on her way to work, the products indicate that you can also wear the lipsticks to work, if you are between 25 and 45 years old. If you choose this product, you
will become more beautiful and attractive.

In addition, the colors of the rectangles at the bottom left of the print advertisement are similar to that of the lipsticks promoted by the L’Oreal/ Maybelline company, including the orange, red, pink, purple and aqua.

Print Ad H

The target audience of this print advertisement is the young to middle-aged woman from twenty-five to forty-five years old. The advertising strategies used in the print advertisement include attention-getting, confidence-building, and desire-stimulating techniques.

First of all, the attention-getting techniques are used in the print advertisement. For one thing, there is a big white fake drop of water with a lot of white flowers inside on the right side of the print ad. Two lipsticks are under the fake drop of water. The two things create the effect that the drop of water with flowers falls into the pink lipsticks. For another, the presenter’s face is very large, accounting for almost half of the whole print advertisement. The most shining part of her face is her lips, which have a pink lipcolor.

Second, this print advertisement also uses the confidence-building techniques. For example, the presenter, Ziyi Zhang, is a very well-known actress at home and abroad. She becomes famous in China after she played a role in prestigious director Zhang Yimou's *The Road Home*, when she was 19 years old. This movie enables her to win the Silver Bear
award in the 1999 Berlin Film Festival. She achieved wider fame in the West after starring in major roles for *Crouching Tiger, Hidden Dragon* (2000), *Rush Hour 2* (2001), *House of Flying Daggers* (2004), and *Memoirs of a Geisha* (2005) (Zhang Ziyi). Ziyi Zhang has cooperated with Maybelline for eight years since 2002. Even though her name does not mention in the print advertisement, it is easy for the young audience to recognize her, because she is a very famous Chinese and international film star. She is the celebrity of the L’Oreal/Maybelline company in the Asian area. In the print ad, her face turns right and her lips are closest to the fake drop of the water. She wears the pink lipcolor and smiles gently.

Third, this advertisement uses the desire-stimulating techniques to persuade the audience. It says that “Light floral crystal pink; Blossom natural pure beauty,” indicating that if you wear the lipcolor, your lips will be like flower’s blossom and establish pure beauty. The words in the ad emphasize the products’ efficiency and characteristics. Women who seek to be beautiful and young will be easily attracted by the words in the print advertisement.

### TV Commercials

**Moisture Extreme lipsticks 2006 U.S.A.**

The commercial is 30 seconds long. It promotes is the Moisture Extreme lipstick.

<table>
<thead>
<tr>
<th>Visual</th>
<th>Audio</th>
</tr>
</thead>
<tbody>
<tr>
<td>:00</td>
<td>OK</td>
</tr>
<tr>
<td>There are two words “ordinary lipstick?” on the screen, which are written in</td>
<td>with</td>
</tr>
<tr>
<td>Time</td>
<td>Description</td>
</tr>
<tr>
<td>------</td>
<td>-------------</td>
</tr>
<tr>
<td>:01</td>
<td>A woman, who wears the red lipstick, appears. She looks to her right and smiles at the audience. She wears a red dress and the background is red. The words “Vs other Maybelline lipsticks” are at the bottom of the screen.</td>
</tr>
<tr>
<td>:02</td>
<td>Then a row of colorful lipsticks move one by one quickly on the screen. The words “Vs other Maybelline lipsticks” are at the bottom of the screen.</td>
</tr>
<tr>
<td>:03</td>
<td>The woman’s lips and part of her nose appear on the screen. Her lips wear the red lipstick. She sits on the big red sofa and looks directly at the audience. She wears a long red dress. The words “Vs with other Maybelline lipsticks” are at the bottom of the screen.</td>
</tr>
<tr>
<td>:04</td>
<td>The words “sumptuous color”, in white, appear on screen. The background is black.</td>
</tr>
<tr>
<td>:05</td>
<td>Then the woman’s left side of her face appears. Her eyes, nose and lips can be seen clearly. She wears red lipstick. She looks upward, and a lot of red roses are at the left side of the screen. Her lips are closest to the red roses beside her. Then a bunch of colorful lipsticks and half of a rose form a circle. The half of the rose flower is at the left, and the bunch of colorful lipsticks is at the right. The circle rotates slowly, and the flower turns into a full rose gradually.</td>
</tr>
<tr>
<td>:06</td>
<td>The circle rotates slowly with the rose turning to be a full flower gradually and the circle gets larger. A row of colorful lipsticks moves rapidly across the screen with a magnifying effect.</td>
</tr>
<tr>
<td>:07</td>
<td>The colorful lipsticks are magnified one by one as they move across the screen rapidly. The words “collagen proteins”, written in white are below the lipsticks. The background is black.</td>
</tr>
<tr>
<td>:08</td>
<td>Several tall buildings appear on the screen. The brand name “Maybelline New York” appears at the bottom of the screen.</td>
</tr>
<tr>
<td>:09</td>
<td>A lot of red petals flow on water. Then a woman’s lips appear. She uses the red lipstick and her lips are red. Her lips and the area around her mouth and the top of the red lipstick are surrounded by a rectangle. The word “moisture”, written in white, is above the rectangle. The background is black.</td>
</tr>
<tr>
<td>:10</td>
<td>She uses the red lipstick.</td>
</tr>
<tr>
<td>:11</td>
<td>The woman’s face, neck and some part of her shoulder appear on the right side of the screen. She wears red lipstick. A cluster of white, pink and red flowers is in the background.</td>
</tr>
<tr>
<td>:12</td>
<td>The red lips appear. She opens her lips.</td>
</tr>
<tr>
<td>:13</td>
<td>A bunch of colorful lipsticks rotate on the screen rapidly.</td>
</tr>
</tbody>
</table>
| :14 | A woman sits on a white bench in front of a chocolate store. She carries a box with strawberries inside. She is eating with her fingers. She wears a dark purple dress and high heel pumps. The color of the door of the chocolate store is ordinary lipstick? Not these lips. Discover lipcolor That gives you more Sumptuous color. New moisture extreme Collagen proteins From Maybelline New York. Moisture goes deep. Color with intensely rich. With lip clumping
is green.

:15 The left side of the woman’s face is in focus. She puts a strawberry into her mouth and begins to chew.

:16 Then a road and some cars appear on the screen. A men facing back to the audience opens the door of a truck. The woman sits in the back of the trunk. There are a lot of red and pink flowers and vases in the truck.

:17 The woman’s red lips are focused. Her hands hold her head. Only her nose and mouth can be seen on the screen.

:18 The woman smiles at the man. Her face and part of her shoulder can be seen on the screen. She wears the red lipstick and a red dress.

:19 A large cube, decorated with red petals, appears on the screen. A man holding a white ladder stands at the right bottom of the cubic. He wears a white shirt and black vest. A woman standing on the ladder is on the right top corner of the cube. She wears a pink dress and dark pink leggings. Then the woman’s face appears on the left side of a cluster of light pink and white flowers. She wears pink lipstick and looks to the right.

:20 A water tower appears, and white, pink, and red petals drift in the air.

:21 The woman looks upward and smiles. The petals fall on her face and body. She is dressed in dark purple.

:22 The group of colorful lipsticks and half of a rose form a circle with the lipsticks at the right and the half of the rose at the left.

:23 The words “see the difference?” appear on the screen. The words are written in white. The background is black. Then the woman’s red lips appear.

:24 A group of colorful lipsticks appears horizontally at the left side of the screen. Two words “moisture extreme”, written in white, appear in the middle of the screen, beside the colorful lipsticks. The background is black. The lipsticks rotate rapidly at the left side of the screen.

:25 Nine lipsticks with red covers are arranged in a line in the middle of the screen. Two words “collagen proteins”, written in white, are above the nine lipsticks. The background is black.

:26 The woman wearing a jacket and floral pink skirt rides a bicycle passes by a police car. She throws a white flower to a policewoman who stands beside the police car. There is another policewomen standing beside the police car, and they wear black uniforms. The policewoman who stands near the screen catches the flower thrown by the woman on the bicycle.

:27 As the woman goes far, she looks back over her left shoulder and smiles. The brand name “Maybelline New York” appears at the bottom of the screen. The woman wears pink lipstick and has black long hair.

:28 The woman looks back over her left shoulder. Her face becomes larger gradually. She looks directly at the audience and smiles.
<table>
<thead>
<tr>
<th>Time</th>
<th>Description</th>
<th>Brand</th>
</tr>
</thead>
<tbody>
<tr>
<td>29</td>
<td>The focus is on the woman’s face. She looks back over her left shoulder and looks directly at the audience.</td>
<td>Maybe it’s</td>
</tr>
<tr>
<td>30</td>
<td>The woman’s face is in sharp focus, and she smiles at the audience.</td>
<td>Maybelline.</td>
</tr>
</tbody>
</table>
Moisture Extreme lipstick commercial 2006 China
The commercial is 15 seconds long. It promotes the Moisture Extreme lipstick.

<table>
<thead>
<tr>
<th>Visual</th>
<th>Audio</th>
</tr>
</thead>
<tbody>
<tr>
<td>:00</td>
<td>A woman’s lips appear on the screen. Her lips are pink. Four Chinese characters, which mean “extreme warning”, appear on the screen. These four characters are surrounded by a white rectangle. The background is pink.</td>
</tr>
<tr>
<td>:01</td>
<td>Two lipsticks appear on the screen. The left one is a red lipstick without its cap. The right one is a lipstick with its cap on. Two Chinese words that mean “brand new” appear at the top left corner of the screen. Three words “moisture extreme lipcolor” are written in the middle of the screen. Six Chinese characters that mean “moisture extreme lipcolor” are written below the English words “moisture extreme lipcolor”. The background is white.</td>
</tr>
<tr>
<td>:02</td>
<td>The two lipsticks cross with each other in the middle of the screen. Two Chinese characters which mean “brand new” are at the top right corner of the screen. Three English words, “moisture extreme lipcolor”, written in white, are in the middle of the screen. Six Chinese characters which mean “moisture extreme lipcolor” are written below the three English words.</td>
</tr>
<tr>
<td>:03</td>
<td>Two women appear on the screen. The woman who dresses in purple is from the West. The woman (Ziyi Zhang) who dresses in pink is Asian. They jump and walk toward the audience. They smile at each other happily. The background is a street with a lot of buildings. The brand name “Maybelline New York” is written in white is at the bottom of the screen.</td>
</tr>
<tr>
<td>:04</td>
<td>There is a moving pink and white swirl on the screen. The Chinese words are divided into three groups at the right side of the screen. The first group consists of four words, which mean “oil”. The second group has five words that mean “high nutritious ingredients” are in the middle. The third group, consisting of four words that mean “Vitamin E”, is at the bottom. These Chinese characters are swiped into the pink and white swirl. Two words “3x” are the biggest words compared to the others. These two words are on the left half side of the whole screen. There are six Chinese characters below the two words “3x”, which mean “the magic of the moisture lipcolor”.</td>
</tr>
<tr>
<td>:05</td>
<td>Then the three groups of words are swiped into the pink and white swirl and disappear. The two biggest words “3x” and the six Chinese characters, which mean “the magic of the moisture lipcolor” are still there. Then a pink lipstick appears. The pink and white swirl falls into the pink lipstick.</td>
</tr>
<tr>
<td>:06</td>
<td>A woman’s lips appear, and they are pink. She uses the pink lipstick. Only her lips and some area around her mouth can be seen on the screen.</td>
</tr>
<tr>
<td>:07</td>
<td>Twelve words are written on the screen with four words on the first line and eight words on the second line. The first line of words means “extreme warning”. The second line of words means “possibly cause elixir.” These twelve words are surrounded by a white rectangle. The background is pink.</td>
</tr>
<tr>
<td>Time</td>
<td>Description</td>
</tr>
<tr>
<td>------</td>
<td>-------------</td>
</tr>
<tr>
<td>:08</td>
<td>Then a woman appears on the screen. She wears red lipstick and a pink dress. She walks straight toward the audience. A man facing back to the audience passes by her. His eyes keep looking at her face, and he turns his head over his right shoulder as he passes by her. Then the upper half of her body appears. The background is the street. Two people walk on the street. A yellow car passes by her.</td>
</tr>
<tr>
<td>:09</td>
<td>A group of colorful lipsticks appears on the screen. Four words that mean “twelve colors lipsticks” are written in the middle of the screen. The word “12” is written in white and the other words are written in pink. The colors of the lipsticks appearing on the screen are mainly red and pink. Then the red and pink lipsticks appear to be larger.</td>
</tr>
<tr>
<td>:10</td>
<td>A woman’s face appears on the screen. She wears red lipstick and has long black hair. She looks directly at the audience. The brand name “Maybelline” is written in Chinese at the bottom of the screen.</td>
</tr>
<tr>
<td>:11</td>
<td>The woman who appears before smiles and turns her head from side to side. Her long black hair is blown by the breeze.</td>
</tr>
<tr>
<td>:12</td>
<td>Two lipsticks cross with each other in the middle of the screen. The upper one is a red lipstick with a red cap. The other one is the lipstick with its cap on. The covers of the two lipsticks are red. Two Chinese characters which mean “brand new” are written at the top left corner of the screen. Three English words “moisture extreme lipcolor” are written in the middle of the screen. Six Chinese characters which mean “moisture extreme lipcolor” are written below the three English words. The background is white. Then a woman’s smiling face appears. She wears red lipstick. Her long black hair is blown by the breeze.</td>
</tr>
<tr>
<td>:13</td>
<td>A woman’s smiling face appears in the screen. She wears red lipstick. Only her face can be seen. Her long black hair is blown by the breeze.</td>
</tr>
<tr>
<td>:14</td>
<td>The woman’s smiling face continues to appear on the screen. She wears the red lipstick. Only her face can be seen. Her long black hair is blown by the breeze.</td>
</tr>
<tr>
<td>:15</td>
<td>The woman’s smiling face continues to appear on the screen. She wears red lipstick. Only her face can be seen. Her long black hair is blown by the breeze.</td>
</tr>
</tbody>
</table>
Water Shine lipstick commercial 2009 U.S.A.
The commercial is 20 seconds long. It promotes the Water Shine lipstick.

<table>
<thead>
<tr>
<th>Time</th>
<th>Visual</th>
<th>Audio</th>
</tr>
</thead>
<tbody>
<tr>
<td>:00</td>
<td>Three women are on the screen. The woman #1 at the right is Asian, and she has yellow skin. The middle woman #2 looks like from the West. The woman #3 at the left has black skin. They all use their fingers to touch the surface of the water. A cluster of sunshine is between the middle #2 and the women #3 on the left. There are trees in the background.</td>
<td>Deep</td>
</tr>
<tr>
<td>:01</td>
<td>Then the focus is on the middle woman #2. She wears a pink sweater and dress. Her lips are red. She looks into the water and uses her fingers to touch the surface of the water.</td>
<td>Into water reflective</td>
</tr>
<tr>
<td>:02</td>
<td>The woman’s lips are on the screen. Water splashes over her lips. Only her lips and some area around her mouth can be seen on the screen.</td>
<td>Shine.</td>
</tr>
<tr>
<td>:03</td>
<td>Two lipsticks appear on the screen. The right one is a red lipstick without its cap. The left one is a lipstick with its cap on. The color of the caps of the two lipsticks is light pink. The image of the red lipstick is reflected by the right lipstick’s body, which serves like a mirror. The background is the water with a lot of shiny light spots on the surface. Three words “Water Shine lipcolor” are at the bottom of the screen.</td>
<td>Discover Water Shine</td>
</tr>
<tr>
<td>:04</td>
<td>Then a group of colorful lipsticks appears. Only the top of the lipsticks can be seen on the screen. The brand name “Maybelline New York” is at the bottom of the screen. The background is the water with a lot of shiny light spots on the surface.</td>
<td>Lipcolor from Maybelline</td>
</tr>
<tr>
<td>:05</td>
<td>A woman #2 appears. Only her face and shoulder can be seen on the screen. She touches the surface of the water with her middle finger and disturbs the quiescence of the water.</td>
<td>New York.</td>
</tr>
<tr>
<td>:06</td>
<td>A woman #2's face and some part of her neck can be seen on the screen. She looks at herself in the mirror and uses the red lipstick. There is water on the surface of the mirror. Three tall buildings, sky and some trees are in the mirror. Three words “aqua mirror formula” are written at the bottom of the screen. The two words “aqua mirror” are written in thicker and whiter type than the word “formula”.</td>
<td>Aqua mirror formula</td>
</tr>
<tr>
<td>:07</td>
<td>The woman #2’s face appears to be bigger. She uses her middle finger to touch the surface of the water. This woman wears a pink sweater. Only her face, neck and some part of her shoulder can be seen. She wears pink lipstick and looks to her right. She leans over the water and touches the surface of the water with a middle finger.</td>
<td>Glides on from</td>
</tr>
<tr>
<td>:08</td>
<td>She lowers her body down and moves her fingers across the surface of the water. The quiescence of the water is disturbed and begins to move. Then a black woman appears. She lies on the grass and smiles directly at the audience.</td>
<td>Shine as water</td>
</tr>
<tr>
<td>Time</td>
<td>Action and Description</td>
<td>Description</td>
</tr>
<tr>
<td>------</td>
<td>---------------------------------------------------------------------------------------</td>
<td>-------------------</td>
</tr>
<tr>
<td>09</td>
<td>A woman #2’s face appears. The focus is on her red lips. She looks to her right.</td>
<td>Fresher color</td>
</tr>
<tr>
<td>10</td>
<td>The words “with Vitamin E” appear on the screen. Two words “Vitamin E” are written</td>
<td>Moisturizes</td>
</tr>
<tr>
<td></td>
<td>in whiter and thicker type than the word “with”. These three words appear on the right</td>
<td></td>
</tr>
<tr>
<td></td>
<td>side of the screen and are below the eyes of the woman. Then left side of the woman’s</td>
<td></td>
</tr>
<tr>
<td></td>
<td>face appears. She looks straightforward and holds a red lipstick with her fingers. The</td>
<td></td>
</tr>
<tr>
<td></td>
<td>background is trees and tall buildings.</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>The woman #2’s left side of her face can be seen on the screen. She makes her red</td>
<td>With Vitamin E</td>
</tr>
<tr>
<td></td>
<td>lips look like she is kissing someone.</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>The woman #2’s lips are the focus. The lips are red and shiny. Only the woman’s lips</td>
<td>Kissably soft</td>
</tr>
<tr>
<td></td>
<td>and some area around her mouth can be seen. The background is trees and tall buildings.</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Two lipsticks appear on the screen. The right one is a red lipstick without the cap.</td>
<td>Lips.</td>
</tr>
<tr>
<td></td>
<td>The left one is a lipstick with its cap on. The color of the caps is light pink. The</td>
<td></td>
</tr>
<tr>
<td></td>
<td>image of the red lipstick can be seen on the body of the lipstick on the right. Three</td>
<td></td>
</tr>
<tr>
<td></td>
<td>words “Water Shine lipcolor” are written in white at the bottom of the screen. The</td>
<td></td>
</tr>
<tr>
<td></td>
<td>word “shine” is written in whiter and thicker type than the other two words. The two</td>
<td></td>
</tr>
<tr>
<td></td>
<td>lipsticks become larger. The background is water with shiny light spots on the surface.</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>A group of colorful lipsticks appear on the screen. Only the top of the lipsticks can</td>
<td>Mirror shining.</td>
</tr>
<tr>
<td></td>
<td>be seen. Four words “new light glide shades” are written at the top right corner of the</td>
<td></td>
</tr>
<tr>
<td></td>
<td>screen. The word “new” is the biggest one compared. The words “light glide” and “shade”</td>
<td></td>
</tr>
<tr>
<td></td>
<td>are divided into two lines and “shade” is bigger than the other two words “light glide”.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Three words “Water Shine lipcolor” are at the bottom of the screen. The word “shine”</td>
<td></td>
</tr>
<tr>
<td></td>
<td>is written in whiter and thicker type than that of the two other words.</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>The colorful lipsticks appear to be bigger on the screen.</td>
<td>Water Shine</td>
</tr>
<tr>
<td></td>
<td>lipcolor</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>The woman #2 leans over the water with her right hand over the surface of the water.</td>
<td>From Maybelline</td>
</tr>
<tr>
<td></td>
<td>She uses her middle finger to touch the surface of the water. Only her face, neck and</td>
<td></td>
</tr>
<tr>
<td></td>
<td>some part of her shoulder can be seen. She wears a pink sweater and red lipstick. There</td>
<td></td>
</tr>
<tr>
<td></td>
<td>are some flowers and trees beside the water. The background is several tall buildings</td>
<td></td>
</tr>
<tr>
<td></td>
<td>and the blue sky. The brand name “Maybelline New York”, written in white, is at the</td>
<td></td>
</tr>
<tr>
<td></td>
<td>bottom of the screen.</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>She lowers her body down and her face becomes bigger. Her head is closer to the water.</td>
<td>New York.</td>
</tr>
<tr>
<td></td>
<td>Her face and some buildings are reflected in the water. Then three women lying side by</td>
<td></td>
</tr>
<tr>
<td></td>
<td>side appear on the screen. They all smile happily. The woman in the middle looks to</td>
<td></td>
</tr>
<tr>
<td></td>
<td>her right. The other two women look at each other. The brand name “Maybelline New</td>
<td></td>
</tr>
<tr>
<td></td>
<td>York”, written in white, is at the</td>
<td></td>
</tr>
<tr>
<td>Time</td>
<td>Description</td>
<td>Interpretation</td>
</tr>
<tr>
<td>------</td>
<td>-------------</td>
<td>----------------</td>
</tr>
<tr>
<td>:18</td>
<td>Three women lie side by side on the grass. The woman #2 in the middle looks to her right and smiles. She wears a pink sweater and dress. The other two women look at each other and smile happily.</td>
<td>Maybe</td>
</tr>
<tr>
<td>:19</td>
<td>The three women lie side by side on the grass. The woman #2 in the middle looks to her right direction and smiles. She wears a pink sweater and dress. The other two women look at each other and smile happily. The brand name “Maybelline New York”, written in white, is at the bottom of the screen.</td>
<td>It’s Maybelline.</td>
</tr>
<tr>
<td>:20</td>
<td>Three women lie side by side on the grass. The woman #2 in the middle wears a pink sweater and dress. She has pink lipcolor. The other two women look at each other and smile happily.</td>
<td></td>
</tr>
</tbody>
</table>
Water Shine lipstick commercial 2009 China

The commercial is 15 seconds long. It promotes the Water Shine lipstick.

<table>
<thead>
<tr>
<th>Visual</th>
<th>Audio</th>
</tr>
</thead>
<tbody>
<tr>
<td>:00 An Asian woman (Ziyi Zhang), who wears a pink dress and a black hat with a yellow flower on its top right, sits with six children on stairs in front of a big fountain. The woman smiles happily at the children. The six children are divided into two groups. On the woman’s left side, there are three girls, two of whom are from the West and one who is Asian. The other group consists of one girl and two boys. The girl is Asian and the other two boys are from the West. The children are very happy. They chat and smile. The background is a big fountain. The brand name “Maybelline New York”, written in Chinese, appears at the bottom of the screen.</td>
<td>Do you want to be shiny and engaging everyday?</td>
</tr>
<tr>
<td>:01 A woman’s face appears on the screen. She turns right and smiles. She wears pink lipstick. Only her face and some part of her neck can be seen. The brand name “Maybelline New York”, written in Chinese, is at the bottom of the screen. Then six Chinese characters, which mean “shiny and engaging everyday?” appear in the middle of the screen. These six Chinese words are written in pink.</td>
<td></td>
</tr>
<tr>
<td>:02 Then a woman’s face appears on the screen. She wears pink lipstick and has long black hair. She looks directly at the audience and smiles.</td>
<td>Master your</td>
</tr>
<tr>
<td>:03 Two lipsticks appear on the left side of the screen. The left lipstick has its cap on. The right one is a pink lipstick without its cap. A few words are written in three lines. The first line of words is in Chinese and means “brand new”. The second line is written in English (“water shine”). The third line of words is written in Chinese and mean “water shine lipcolor”. The words “brand new”, “shine”, and “water shine lipcolor” are written in thicker and darker pink type than the word “water”. The brand name “Maybelline” is written at the bottom of the screen. The background is blue with a few light spots on it.</td>
<td>Own beauty.</td>
</tr>
<tr>
<td>:04 The screen moves and the left lipstick disappears gradually. Only the pink lipstick is left, and it becomes larger. The words “brand new”, “water shine” and “water shine lipcolor” are at the right side of the screen. The colors of the words become darker. The background is blue with a lot of light spots. The brand name “Maybelline” is written in white at the bottom of the screen.</td>
<td>Brand new Water Shine lipcolor</td>
</tr>
<tr>
<td>:05 A woman who wears a purple dress and carries a dark blue book crosses the street. Two cars stop behind her. One car is white and the other is a yellow taxi. She looks to her right and smiles happily.</td>
<td>Maybelline New York</td>
</tr>
<tr>
<td>:06 A big drop of water falls into the water. Six Chinese words, which mean “mineral plus natural water”, are circled by a pink ellipse. The words are written in white. Then the top of the pink lipstick appears. Many drops of</td>
<td>First infuse</td>
</tr>
</tbody>
</table>
water fall into the pink lipstick. The background is blue water. The pink lipstick is surrounded by the water.

| 07 | The focus is on the top of the pink lipstick. A lot of drops of water fall into the pink lipstick. Six Chinese words which mean “mineral plus natural water” are circled by a pink ellipse. The words are written in white. | The mineral and natural water. |
| 08 | A woman’s face appears on the screen. She looks to her left. She does not wear any lipstick. The background is blue water with a lot of shiny light spots. Then a drop of water falls on her lips. Only her mouth and some area around her mouth can be seen. | Shiny with moisture |
| 09 | After a drop of water falls on her lips, her lips change into pink, watering and shiny ones. The focus is on her pink and shiny lips. A few water spots are at the bottom of the screen. | Shiny with water |
| 10 | A woman’s smiling face appears on the screen. Her nose and mouth can be seen. The brand name “Maybelline”, written in Chinese, is at the bottom. Her face turns from left to right. Then her whole face can be seen on the screen. She wears pink lipstick and smiles happily at the audience. | Shiny and colorful |
| 11 | The woman’s face is focused on the screen. She uses the pink lipstick with her hand. She looks directly at the audience. | Everyday. |
| 12 | Five lines of lipsticks are shown on the screen. The first, third and fifth line of lipsticks are not covered with caps. The top of the lipsticks can be seen on the screen. The second and fourth lines of lipsticks are covered with caps. Three lines of words are written at the lower left corner of the screen. The first line of words is two Chinese characters that mean “brand new”. The second line of words is “water shine”, which are written in English. The third line of words is Chinese characters, which mean “water shine lipstick”. The six Chinese words and “shine” are written in thicker and hot pink type. Six Chinese characters, written in white, mean “mineral plus natural water”. They are circled by a pink ellipse. | So easy! |
| 13 | The five lines of lipsticks are arranged directly facing the viewer. The three lines of words are written at the lower left corner of the screen. | Water shine lipcolor. |
| 14 | The five lines of lipsticks become smaller and the screen moves. | Beauty |
| 15 | The woman who wears the pink dress sits at the back of a yellow taxi. She uses her hands to put a few colorful balloons into trunk of the yellow taxi. Then the woman’s face appears on the screen. Only her face can be seen. She wears pink lipstick and looks to her right. She smiles gently. | From Maybelline. |
Interpretation of TV Commercials

Moisture Extreme lipsticks 2006  U.S.A.

The commercial is 30 seconds long. The product it promotes is the Moisture Extreme lipstick. The target audience of this commercial is the young to middle-aged woman from twenty-five to forty-five years old. The advertising strategies used in the commercial include attention-getting, confidence-building, and desire-stimulating techniques.

First of all, the commercial uses attention-getting techniques. For one thing, the commercial attaches great importance to the use of the red color. The color of the lipsticks appearing on the screen, the main presenter’s dress and lips, the big chair on which the presenter sits and the roses and petals are all red. For another, the first scene is that two words (“ordinary lipsticks”) are written in white and the background is black. Then two words (“sumptuous color”), which are also written in white, appear. The background is black. The similar scene appears for the third time when three words (“see the difference”) are written in white and the background is black. The white color and the black color form great contrast. It is easy to catch the attention of the audience. In addition, the red rose is used as the symbol of the red lipstick. Images of flowers appear from time to time during the commercial, and these symbolize the colorful lipsticks.

Second, in terms of the confidence-building techniques, the main presenter wears the red lipstick and smiles happily at the audience. She is very confident.

Third, the commercial uses desire-stimulating techniques. The first impression of the
commercial is just two words “ordinary lipsticks?” These two words indicate that this lipstick promoted in the commercial is not an ordinary and common lipstick. It is very special and can make a difference. The functions of Maybelline’s lipsticks not only make the women who wear them beautiful, but also make them special. In addition, the “ordinary” insinuates that if you do not use the Maybelline lipstick, you are an ordinary person. Actually, no one wants to be ordinary, so they will unconsciously want to choose the Maybelline’s lipsticks in order not to be ordinary. The words “see the difference” appearing near the end of the commercial emphasize that after you use the lipsticks produced by Maybelline, your lips will become different and special. These two words meet the demand of the young women who want to be different and special. The words may have great impact on the minds of the women when they choose the lipsticks from a variety of brands.

In addition, the strategy of sex appeal is used, associating their products with this human desire. The woman presenter in the commercial is very beautiful and attractive. She has red lipstick and a red dress. She always smiles happily. She uses a lot of nonverbal and body language to display her beauty.

In addition, the commercial also uses repetition to enhance the memory of the audience. First of all, the scene in which a lot of colorful lipsticks appear and rotate on the screen is shown several times. Second, the red color also appears several times, such as the red color of the roses, the dress the woman wears and the big sofa the woman sits on. Third, the white words are written on the black background for four times, which are the “ordinary lipsticks,” “sumptuous color,” “collagen proteins,” and “see the difference” respectively.
The usage of the great color contrast and the short word phrases make it easy for the audience to remember and to have deep impressions.

Extreme Moisture lipstick commercial 2006 China

The commercial is 15 seconds long. The product it promotes is the Extreme Moisture lipstick. The target audience of this commercial is the young to middle-aged woman from twenty-five to forty-five years old. The advertising strategies used in the print advertisement include attention-getting, confidence-building, and desire-stimulating techniques.

First of all, the commercial uses the attention-getting techniques to attract the attention from the audience. For one thing, two words (“extreme caution”) written in white appear on the pink background. For another, the pink color appears several times. The color of the woman’s lips, the swirl with the words “3X”, the woman presenter’s clothes, and the background of the words are all pink.

Second, this commercial uses the confidence-building techniques. For example, the presenter, Ziyi Zhang, is a very well-known actress at home and abroad. She became famous in China after she played a role in prestigious director Zhang Yimou's The Road Home when she was 19 years old. This movie enabled her to win the Silver Bear award in the 1999 Berlin Film Festival. She achieved wider fame in the West after starring in major roles for Crouching Tiger, Hidden Dragon (2000), Rush Hour 2 (2001), House of Flying
Daggers (2004), and Memoirs of a Geisha (2005) (Zhang Ziyi). Even though her name is not mentioned in the advertisement, it is easy for the Chinese audience to recognize her, because she is a very famous actress and international star developing her film career in the Hollywood in the United States. Ziyi Zhang has cooperated with Maybelline for eight years since 2002. She is the celebrity for the L’Oreal/ Maybelline company in the Asian area. She also appears in the print advertisements for the Extreme Moisture and Water Shine lipsticks.

Third, the commercial also uses desire-stimulating techniques. For example, there is a scene in which a young man passes the woman presenter, who wears the pink lipstick. He keeps his eyes on her, even turns his head over his right shoulder. This scene indicates that if a young girl wears the Maybelline’s lipstick, she will become very beautiful and attractive to men. A lot of young boys will chase after her and ask her out for a date. If a woman who already has a boyfriend wears Maybelline’s lipsticks, she will become more beautiful and her boyfriend will like her more. The function of this scene is to let the young girl believe that once you wear Maybelline’s lipsticks, you will become very beautiful, attractive and sexy and a lot of young boys and men will chase after you and become interested in you. Every young girl and woman wants to be beautiful and attractive. Therefore, the designers of the commercials use this strategy to persuade the girls and women to choose and consume their products.
Water Shine lipstick commercial 2009   U.S.A

The commercial is 20 seconds long. The product it promotes is the Water Shine lipstick.

The target audience of this commercial is the young to middle-aged woman from
twenty-five to forty-five years old. The advertising strategies used in the print
advertisement include attention-getting, confidence-building, and desire-stimulating

First of all, the commercial uses attention-getting techniques. The first impression of the
commercial comes with the scene that a drop of water falls on a woman’s lips and suddenly
her lips change from normal lips to shining and pink lips. This scene suggests that you will
become completely different after using the Maybelline’s lipsticks.

Second, the commercial uses the confidence-building techniques. The woman presenter in
the commercial always smiles. She seems to enjoy her own beauty while wearing the red
lipstick.

Third, the commercial uses desire-stimulating techniques. For example, when the woman
presenter crosses the street, all the cars stop in front of her, perhaps indicating that the
drivers in the cars see her beauty and shining lips. Then the woman appears with the big
water drops besides her. In the background, it says “it changes everything,” indicating that
if you buy and consume this lipcolor, you will become different. In addition, the words
“kissably soft” are said in the commercial, indicating that if you wear the Maybelline’s
lipsticks, your lips will become very soft and your boyfriend has the desire of kissing them.
This works well for the young girls who want to be more beautiful and sexy and want to make their boyfriend love them more.

In addition, this commercial uses repetition to strengthen the memory of the audience. First of all, the scene in which a lot of colorful lipsticks appear on the screen is shown several times. Second, the words (“New Water Shine lipcolor”) appear twice, which shows the emphasis is on the “new.” Third, the scenes of water appear from time to time during the commercial, attaching great importance to this special characteristic of the products. The meanings behind the scenes of water are complicated. For one thing, the scene that a great number of drops fall into the lipcolor emphasizes that the lipcolor contains a great amount of water. For another, the scene of water illustrate that after wearing the lipcolor, your lips will also have a lot of moisture. The scenes of water effect produced by the lipsticks emphasize that your boyfriend or husband will want to kiss you, because your lips are very sexy and shiny with moisture.

Water Shine lipstick commercial 2009 China

The commercial is 15 seconds long. The product it promotes is the Water Shine lipstick. The target audience of this commercial is the young to middle-aged woman from twenty-five to forty-five years old. The advertising strategies used in the print advertisement include attention-getting, confidence-building, and desire-stimulating techniques.

First of all, the commercial uses attention-getting techniques to draw the attention of the
audience. For example, a drop of water falls on a woman’s lips, and her lips suddenly change from normal lips to water shine lips. This scene illustrates that if you wear the Maybelline’s lipsticks, your lips will become completely different and beautiful.

Second, this commercial uses the confidence-building techniques. For example, the presenter, Ziyi Zhang, is a very well-known actress at home and abroad. She became famous in China after she played a role in prestigious director Zhang Yimou's *The Road Home*, when she was 19 years old. This movie enabled her to win the Silver Bear award in the 1999 Berlin Film Festival. She achieved wider fame in the West after starring in major roles for *Crouching Tiger, Hidden Dragon* (2000), *Rush Hour 2* (2001), *House of Flying Daggers* (2004), and *Memoirs of a Geisha* (2005) (Zhang Ziyi). Even though her name is not mentioned in the advertisement, it is easy for the Chinese audience to recognize her, because she is a very famous actress and international star developing her film career in Hollywood in the United States. Ziyi Zhang has cooperated with Maybelline for eight years since 2002. She is the celebrity for the L’Oreal/ Maybelline company in the Asian area. She also appears in the print advertisements for the Extreme Moisture and Water Shine lipsticks.

Third, the commercial uses desire-stimulating techniques. The Chinese characters that mean “always shiny and attractive” appear in the screen, indicating that if you wear Maybelline’s lipsticks, your lips will be shiny, engaging and beautiful everyday.

In addition, the commercial uses repetition to enhance the memory of the audience. For
example, the scene that a lot of lipsticks appear on the screen is shown several times. The words “new water shine lipcolors” also appear twice, emphasizing that the products are brand new. Furthermore, the scenes of the water also appear for several times.

Comparison of Commercials

It is easy for the audience to notice that there are a lot of differences and similarities existing between the Chinese and American print advertisements and TV commercials. The reasons that can be attributed to the similarities and differences include the advertising strategies, as well as cultural and customs differences.

The print advertisements for the Moisture Extreme and Water Shine lipsticks have a lot in common. First of all, in terms of the advertising strategies, they all use attention-getting, confidence-building, and desire-stimulating techniques, even though they are in different forms. Concerned with the attention-getting techniques, they use the red color as the main color to attract the attention of the audience. In addition, they all use red roses to symbolize the color of the red lipsticks.

Speaking of the confidence-building techniques, the celebrity in the Chinese print advertisements is called Ziyi Zhang. She is a very famous actress. Now she develops her career in Hollywood in the United States. The woman in one of the American print advertisement for the Moisture Extreme lipsticks is a very famous Indian model and actress called Deepika Padukone. In addition, the women presenters in the print advertisements all smile at the audience.
In terms of the desire-building techniques, the flowers are used to symbolize the beauty of wearing the lipsticks, indicating that if the woman audience wears the Maybelline’s lipstick product, her lips will become as colorful and beautiful as the flowers.

Second, the scenery of the Chinese and American print advertisements for the Moisture Extreme lipsticks is very similar. The main characters all stand in front of a flower stand with a lot of colorful flowers outside door. In addition, the words in the two print advertisements all say that “Moisture goes deep; color comes alive.” In the Chinese and American print advertisements for the Water Shine lipsticks, they all use the water to emphasize the ingredient in the lipcolors. Almost all the advertisements use the water as the background or main scenery.

However, because of the cultural and customs differences, the Chinese and American print advertisements have various in differences. First of all, in terms of the desire-stimulating techniques, the American print ad uses more sex appeal strategy. For example, in one of the American print advertisement for Water Shine lipsticks, only the woman’s face and some part of her neck appear. She wears the pink lipstick and dress. Her whole image is very sexy. The word “Maybe” is written at the bottom of the print ad, indicating that there are a lot of possibilities for her. She may dress up for a date or attend a party. However, in the Chinese print advertisements, there is little sex appeal. The advertising strategies mainly focus on the color and beauty effect of the Maybelline’s lipsticks. The woman presenter in the print ad does not dress very sexy.

Concerned with the Chinese and American TV commercials for the Moisture Extreme and
Water Shine lipsticks, there are also a lot of similarities and differences existing between them.

The Chinese and American commercials for the Moisture Extreme and Water Shine lipsticks have a lot in common. First of all, they all use attention-getting, confidence-building, and desire-stimulating techniques. The attention-getting techniques include the use of the red and pink colors and the colorful flowers which are adopted to symbolize the colors and beauty of the lipsticks. The women presenters dress in bright colors and beautiful dresses. They all wear red or pink lipsticks. In terms of the confidence-building techniques, the women presenters in the commercials are all very young and beautiful, especially the woman in the Chinese commercials. She is a very famous Chinese actress. She has appeared in a great number of Chinese and international films. Now she continues her film career in Hollywood in the United States. The women presenters always smile at the audience and seem to be enjoying their beauty.

These commercials also use desire-stimulating techniques to persuade the audience to choose their products. For example, the words used in the commercials, such as “ordinary,” “see the difference,” and “changes everything,” strongly convince the audience that the Maybelline’s lipsticks are not ordinary and common lipsticks. If you use them, your lips will become very beautiful, attractive and special. The designers of the commercials know that every woman wants to be beautiful, attractive and special. Therefore, they say these magic words in the commercials to persuade the women audience to pay attention and finally choose the products.
The strategy of sex appeal is also used in the commercials. For example, in the Chinese commercial for the Moisture Extreme lipstick, there is a scene in which a man passes by the woman presenter, but keeps his eyes on her, indicating that if a woman wears the Maybelline’s Moisture Extreme lipstick, she will become very beautiful and attractive to men. In addition, they all use the strategy of repetition to strengthen the memory of the audience. For example, the scene of a lot of lipsticks appearing on the screen is shown for several times and the words “new lipsticks” also appear from time to time during the commercials. The brand name ‘Maybelline New York,” both in English and Chinese also appear a lot of times. In addition, the scenes that focus on the lips of the woman presenter appear for several times through the commercials.

However, these two commercials also have a lot of differences. First of all, the woman presenter in the American commercial uses more body language, such as chewing the strawberry and smiling at the audience, while the Chinese commercial uses more words to express the characteristics and specialties of the products. Second, because of the cultural and customs’ differences, the American commercials have more sexy scenes that that of the Chinese scenes. The woman presenter in the American commercial dresses more sexy than those who in the Chinese commercial. There are few scenes showing sex appeal. The reason for this is that in Chinese culture, people are more reserved and always reluctant to say things about sex. In addition, the advertisements are not allowed to show a lot of sexy images, otherwise they will be forbidden to be broadcast by the government. Third, the colors and sceneries used in the American commercials are more striking and rich than
those used in the Chinese commercials.

Conclusion

All in all, the Chinese and American print advertisements and commercials for the Maybelline’s Moisture Extreme and Water Shine lipsticks have a lot in common. For example, both the Chinese and American print advertisements and TV commercials use attention-getting, confidence-building, and desire-stimulating techniques. The print advertisements attach more importance to the attention-getting techniques, while the commercials put more emphasis on the desire-stimulating techniques.

However, there are also a lot of differences existing between the Chinese and American print advertisements and commercials. For example, the American print advertisements and commercials have more scenes of sex appeal. The presenters in the print ad and commercials use more body language and nonverbal to display their beauty and sex. On the contrary, the Chinese print ad and commercials use more words and language to demonstrate the effectiveness and strong points of the products. After comparing the content and advertising strategies used in the Chinese and American advertisements, it is easy to notice that because of the cultural and customs differences, there are a lot of differences existing between the Chinese and American advertisements. Therefore, it is important for the international brands which want to conduct business in foreign countries to pay attention to the differences and design the advertisements to meet local demands. Only in this way, can the companies achieve success and earn profit.
Chapter Four: Conclusions and implications

The L’Oreal/Maybelline company has achieved a big success in the Chinese market. It is the world's largest cosmetics company by revenue, aspires to become the No. 1 in terms of cosmetics and beauty product sales in China on the back of its strong make-up product sales, technology innovation and product value enhancement.

In 2007, L’Oreal China registered a strong sales volume of 5.45 billion yuan, an increase of 30 percent over the previous year. In 2010, sales in China rose to 9.085 billion yuan ($1.38 billion), an 11.1 percent increase over the previous year, and a double-digit gain for the 10th consecutive year. This world's largest cosmetic group aims to gain one billion new consumers globally in the coming few years, doubling its current number, according to Alexis Perakis-Valat, CEO of L’Oreal China at a news conference on Monday (New customers make up). The strong sales figures, which are boosted by a growing appetite for cosmetics in China, made L’Oreal China become the third-largest market in 2010, following the United States and France. L’Oreal China was the company's fifth-largest market in 2009 and seventh in 2008 (New customers make up).

As Paolo Gasparrini, president L’Oreal China said, marketing strategies include innovations, new product launches, the development of new market categories and a deepening of distribution. All of these contribute to the growth in sales and profits.
Maybelline Advertisements also play an important role in contributing to the boost of the sales of the L’Oreal/Maybelline’s products. For example, they use one of the most popular actresses (Ziyi Zhang) as their celebrity to present their cosmetics products. In addition, in a sign of the importance of new frontiers, the company used Chinese singers and models. For example, in 2010, Zeng Yike, who gained fame nationwide after she participated in and performed outstandingly in the singing competition called “Happy Girls Sounds” in 2009, was asked to be the presenter for the Maybelline NY’s BB Cream’s print advertisements and TV commercials (New customers make up).

Conclusions

In this thesis, I describe, interpret and compare six print advertisements with two for L’Oreal/Maybelline’s Moisture Extreme lipsticks, one for U.S.A and one for China; four for L’Oreal/Maybelline’s Water Shine lipsticks, two for U.S.A. and two for China. Four TV commercials with two for L’Oreal/Maybelline’s Moisture Extreme lipsticks, one for U.S.A. and one for China; and the others for L’Oreal/Maybelline’s Water Shine lipsticks, one for U.S.A. and one for China. After describing, analyzing and comparing the advertising strategies and techniques used by the L’Oreal/Maybelline’s Chinese and American print advertisements and TV commercials for the lipsticks products, it is easy to distinguish their similarities and differences.

The similarities include the use of attention-getting, confidence-building, and
desire-stimulating techniques, which are basic advertising strategies. For example, the red and pink colors of the flowers are used to symbolize the colors of the lipsticks. The woman presenters in both the print advertisements and TV commercials are very beautiful, attractive and sexy. Some of them are very famous actresses or models. In addition, the strategy of repetition is also used in the Chinese and American commercials to enhance the memory of the audience. Last but not least, the emphasis on the beauty effect produced by the lipsticks is shown several times during the Chinese and American TV commercials. There are also some important differences existing between the Chinese and American print advertisements and TV commercials, especially in the TV commercials. The differences mainly rely on the use of sex appeal, and this reflects the cultural and customs differences between China and America. American people are more open-minded than Chinese people. They are more likely to talking about issues regarding sex in public. There are few advertisements using the sexy images or scenes in China, because if they do so, their advertisements will be forbidden to broadcast by the Chinese government. On the contrary, sex appeal is considered to be one of the most popular and effective advertising tools for the American advertising designers, because it helps to associate the products with the human need.

In addition, the American commercials prefer to use more rich colors to decorate the commercials. The woman presenter’s dresses, lips’ colors are very bright and colorful. The Chinese commercials are more likely to move the scenery faster and change the images and pictures rapidly. In addition, the American commercials tend to use body language and
nonverbals, while the Chinese commercials prefer to use words to describe the effects and characteristics of the products.

All in all, there are a lot of similarities and differences between the Chinese and American print advertisements and TV commercials for L’Oreal/Maybelline Moisture Extreme and Water Shine lipsticks, because of the marketing demand and cultural and customs differences.

Implications

L’Oreal/Maybelline’s print advertisements and TV commercials are successful, because they help the company open the door of the big Chinese and American make-up market and earn a great amount of profit. More importantly, the print advertisements and commercials designed for the Chinese market enabled the Chinese customers to accept this foreign brand. Therefore, it is important for the international companies, especially the western companies to learn from the successful advertising and marketing strategies used by the L’Oreal/Maybelline company. The western companies need to realize the Chinese cultural and traditions before they design their advertisements. If they design the sexy advertisements for the Chinese market, the advertisements will not only be forbidden by the Chinese government, but also cannot meet the taste of the Chinese people. As a result, this may lead to failure in sales and popularity in the Chinese market.

Directions for further study
The L’Oreal/Maybelline Company provides a variety of make-up and skincare products, including the foundation liquid, mascara, and eye liner, etc. The advertising strategies and techniques for different products have similarities and differences. However, they have one thing in common. They all help the company become one of the most popular make-up brands in the competitive market. It is undeniable that the advertising and marketing strategies for the lipsticks and facial make-up and skincare are quite different. Therefore, it is necessary to conduct studies on other Chinese and American print advertisements and TV commercials for Maybelline’s cosmetics from 2006 to 2009. The advertisements for Maybelline’s lipsticks released in 2011 are also needed to be studied. In addition, advertisements designed by other companies that produce the cosmetics are also needed to be further studied.

In addition, women are not the only target audiences of the make-up and skincare products. There are a lot of make-up and skincare products designed for men. As more and more young boys and men begin to pay attention to their appearances, the market is larger and more profitable. Therefore, the advertising and marketing strategies used to design the print advertisements and TV and radio commercials are needed further study.

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