

Wrinkle in Time ©

By Connie J. Schlosberg

For a brief moment I have to myself, I sit down to peruse the November issue of *Self* magazine. I only turn to the first page and there are crystal blue eyes are staring at me. Her golden skin is noticeably perfect with not a blemish or wrinkle in sight. In her white form fitting top, she looks polished from head to toe. Everything about her is in place from her smooth hair, natural makeup and simple pearl drop earrings, dangling from her earlobes. This model looks assured of herself. The kind of woman I want to be. She looks to be about the same age as me – thirty-eight – so I feel more connected to her. Adjacent to her picture are the words “For every woman who says no to Botox.®.” Underneath that statement is a clinical explanation of the product itself - Estee Lauder’s Perfectionist [CP+].

Estee Lauder’s advertisement takes up two full pages at the very beginning of *Self* magazine. A prime spot for advertising since this is the first thing women will see after the cover page. Its simple stark design, classic model picture and clinical proof create a successful believable advertisement.

The opening statement which refers to saying no to Botox® makes the reader want to find out more. Most of the readers of this magazine, me included, are interested in health and fitness. Any product advertising itself as non-invasive would be welcomed. Health conscious women are not looking for injections or laser surgery along with bearing the cost of such procedures.

The most believable aspect is the clinical proof about the serum’s results. After reading further, you will find out that you will instantly see results within one day with

55 percent improvement within one month. Those figures would appeal to most women in today's world looking to seek immediate results.

I study the ad with intent to find out more. Okay. Tell me why I want to buy your product. The ad reads on with what will happen on Day 1 "Instantly, the length, depth, and number of lines and wrinkles look reduced up to 36%." I am sold with that one. No one in my shoes wants to wait for results. Sorry. No time. After one week, deeper wrinkles should look "leveled." I'm not sure what "level" looks like but I'll assume it means not so prominent. By the time one month goes by, clinical proof shows a 55% reduction in the appearance of lines and wrinkles. That percentage is worth the try.

This ad reaches its target audience by using a model who appears to be in the same age group as its audience. She could resemble a lot of professional career women who are likely to be reading this magazine. The marketing team smartly detailed verbiage on this serum validates its effectiveness. It does perceive its product as a magic potion. Educated women want details on the product's ability. This validation will further encourage women to buy the product versus seeking laser surgery or injections.

Estee Lauder's marketing team put thought, creativity and research into this advertisement. Incorporating the pictures with the survey results creates a successful campaign. They appealed to the busy women of today who do not have time to wait for results. One month is not a long time. No need for surgery which appeals to those who don't like the idea of surgery or the cost of surgery. This marketing ploy will have Perfectionist [CP+] flying off the shelves.