

Project 3

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ITWP 2600

Company URL: <https://www.carolsdaughter.com/home>

Commercial: <https://www.ispot.tv/ad/lvlg/carols-daughter-coco-creme-love-her-hair>.

I watched two commercials, the first one was a hair company called Carols Daughter. I watched a commercial on a hair product that supposed to give you 2 times the moisture for your hair. The ad didn't mention the website name but it said at Carols Daughter so it alluded to the website without saying the website name. The product they were advertising was a Coco Crème Coil Enhancing Moisture Butter. This hair butter claim to give two times the moisture, 48 hour curl definition and has ingredients like Coconut oil, Murumuru butter, and mango butter. What I noticed is that the models is a mother and daughter and it showing that the mother is doing the daughter hair, to show that the mother is teaching the daughter to care for her hair. It then go into the product and what the product provides. The commercial, which was 14 seconds, didn't provide a URL for the company. It mentioned at the end of the ad, only at Carols Daughter, I personally knew it alluded to a website but someone who never heard of this company would be lost and wouldn't know where to get the products at. I think mentioning it or displaying the website in the ad would be helpful or showing retailers that carry the brand. This would help those who want to try the product and brand. The t.v ad drives the curiosity to find information about the company and the product they are trying to sell. Since the ad is 14 seconds I feel like it can be little bit longer to add more info like what the product is trying to solve. The website however, gave me more details about the product and what it used for. The website mentioned that it's for hair that is extremely dry hair. The commercial didn't make me want to buy the product since I feel like it didn't tell who can use this, people with dry hair, thin hair etc. You can purchase their products from their website.

Company URL: <https://www.carolinaherrera.com/us/en/p-fragrance/good-girl?sku=000000000065104398>

<https://www.macys.com/shop/product/carolina-herrera-good-girl-eau-de-parfum-collection-page?ID=4358245&CategoryID=30087>

Commercial: <https://www.ispot.tv/ad/tpu0/carolina-herrera-good-girl-official-eau-de-parfum-supreme-ft-karlie-kloss#modal-share-ad>

The next commercial I saw is a fragrance commercial. The name of the company is Carolina Herrera and it is selling a perfume called Good Girl. The face of the brand is

model Karlie Kloss, during the 30 seconds of the commercial, Karlie Kloss is shown putting on black high heels and strutting the streets. There were a lady head turning, car crash, tables flipped, newspapers thrown and a guy is flipped. Her face was bold and confident. When she was walking down the hallway of what presumed a hotel since there was a guy opening the door for her in a hotel like uniform. Also at the end it shows the perfume and it is shape as a shoe, the beginning of the ad put emphasis on the shoe that Karlie Kloss was wearing. The commercial doesn't mention a website but it did mention you can get it at Macy's which is everywhere across the country. If someone wants to buy this perfume they can go to the physical store to get it. If they don't want to get it physically, they can go to Macy's website and buy it from there. With this type of advertisement, it drives the consumers to the retailer website and maybe the company website. Since Macy's carry a lot of fragrances, you can ask them to sample the scent to try it out or buy a travel size to see how you like it. The commercial did make me want to go and buy the product, it looks like the type of perfume that will get head turning and everyone liking the scent. Based on how Karlie Kloss was walking and how her facial expression was, it gives off that the perfume will make you feel bold and confident. You can get this at Macy's and at Carolina Herrera website.