

English 101

October 7, 2011

Crystal Light

Redbook Magazine, which began in 1903 as a prominent woman's literature magazine, has now evolved into one of the leading woman's lifestyle magazines in the US (Newsstand). Its parent company describes it as "the total-life guide for every woman blazing her own path through adulthood and taking on new roles—wife, mom, homeowner—without letting go of the unique woman she's worked so hard to become. (Hearst Corporation)". Therefore, this magazine presents the perfect environment to showcase an advertisement such as the Crystal Light ad. The magazine's popularity alone ensures that any ad among its pages will receive countless views from readers. However, an audience is not the only requirement for an ad to be effective; it is also necessary that the ad is presented in a way that is relevant to the specific clientele targeted by the magazine. The Crystal Light ad is effective in reaching its target audience by appealing to a woman's emotions, incorporating logic, and using captivating and inclusive imagery.

The Crystal Light ad reaches its target audience by succinctly penetrating deep into the emotional desires of women universally. The first phrase says, "Take a moment to drink it all in." Women long to enjoy life. Often the most enjoyable past time is miraculously having a break from the routine and mundane things done on a daily basis. Many women long to do as the old proverb said and have time to stop and smell the roses. In this ad, the wording is integral in resounding with the reader's emotions. The desire to simply have a break is reiterated in the next

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Commented [lahk2]: Not punctuated here as a possessive form of it

Commented [YUN3]: Quote marks before the (citation) and the period goes after the (citation).

Commented [YUN4]: Excellent beginning...maybe could have mentioned the magazine / target audience here in the thesis

Commented [lahk5]: Needs a transition word/phrase to smoothly go from intro to body

phrase which says, “Enjoy life one sip at a time.” The simple yet precise phrases of the Crystal Light ad hit the core of numerous emotional longings of women.

Commented [YUN6]: Good structure and nice description

The Crystal Light ad also incorporates logic to effectively sway women into choosing their product. It is difficult for the average female juggling family, work, and personal needs to follow a rigorous low calorie diet. Therefore the ad logically boasts “14 refreshing flavors, just 5 calories.” This ad reveals to women an opportunity of enjoying a sweet treat completely guilt free. With only 5 calories, they can now indulge in a delicious and satisfying drink without overloading on calories. This low-calorie beverage stands in stark contrast beside some other popular choices on the market such as Minute Maid Lemonade containing 100 calories and Coca-Cola containing 97 calories (Calorie Count). When faced with the competition, the Crystal Light ad presents logical evidence to influence readers that its product is superior to its competitors.

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Lastly, the Crystal Light ad is effective in reaching the target audience by its inclusive use of pictures to involve women from many different walks of life. There are three women pictured in the ad; there is a woman with her daughter, a woman by herself, and a woman with her friends. This has in essence reached all women regardless of whether they enjoy spending time with their children, friends, or simply themselves. In addition to showing the women’s relationships with different people, the ad also portrays women of varying ages. The age ranges portrayed coincide with the age range of women targeted by Redbook Magazine. Another interesting aspect of the women pictured in the ad is their cultural diversity. While every race is not represented, there is still a variety pictured. The imagery of the Crystal Light ad is all-compassing in reaching the target audience.

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The Crystal Light ad's appeal to emotions, use of irresistible logic, and showcasing specific yet inclusive imagery makes it very effective in reaching Redbook Magazine's target audience. The ad has carefully woven phrases and pictures that result in a persuading and influential advertisement. Instead of refuting the competition, the ad has focused on the key points of its product. The readers will be convinced that the product is more than something they want or desire, but something they need in order to fully enjoy life. The Crystal Light ad is a wonderful portrayal of precise and tasteful advertising.

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Works Cited

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