

Ad content

- Pantene: This ad features actress and singer Selena Gomez. She discusses how Pantene products have helped make her hair stronger with the Pro-V ingredient that is used in the products. <https://www.youtube.com/watch?v=tqVrAFFovNM>
- Tresemme: In the Tresemme ad celebrity Chrissy Teigen discusses struggles she has had with her hair throughout the years. She mentions how using Tresemme has helped her hair and how easy is it to use. <https://www.youtube.com/watch?v=KpqEGS7asds>

Benefits and advertising appeal

- Pantene: One benefit from this ad is that people who use this product will have stronger hair. The advertising appeal is admiration because Selena Gomez is used as the celebrity spokesperson in this ad.
- Tresemme: One benefit that this ad shows is that consumers will have their hair feeling soft when using the Tresemme products. An advertising appeal is admiration because the ad features Chrissy Teigen as the celebrity spokesperson.

Executional style

- Pantene: The ad executional style is that they use a spokesperson, Selena Gomez, an actress and singer. This makes the product credible, since a celebrity is using this product.
- Tresemme: The Tresemme ad uses three different executional styles which are using a spokesperson, slice-of-life, and a demonstration. Chrissy Teigen is shown throughout the years with her hair journey and then she demonstrates how she uses the product.

Promotion goal

- Pantene: The promotional goal for this ad was to inform. Selena Gomez is informing and explaining the benefits to the audience on how this product has helped her hair since using Pantene.
- Tresemme: The promotional goal for this ad is to inform the audience about the product by demonstrating how to use Tresemme to stimulate interest.

Target Audience

- Pantene: I believe the target market is for teenage girls through women in their mid twenties. Selena Gomez was famous for being on Disney Channel, which is intended for teenagers. The ad shows a more mature side of her so older women can connect to her.
- Tresemme: I believe that the target audience for this commercial is for women in their mid twenties through late thirties. Many young girls do not know Chrissy Teigen unless they read cookbooks or see her in magazines.

Media Strategy

- Pantene: I have seen this ad on TV on the CW channel during the afternoon. This ad should be shown in the afternoon when young girls are not in school. The ad should be shown in channels that young girls watch tv. For example, many young girls watch MTV.
- Tresemme: I have seen this ad on MTV during the night time on TV. This ad should be shown in the afternoon when older women are not at work. A TV channel that this ad can be featured on is TLC because this channel has numerous shows for younger and older women.

Most successful strategy

- When comparing the two ads, I believe that Tresemme was more successful. Chrissy Teigen talks in the commercial as if she is directly talking to you. She also mentions how she has struggled with her hair throughout the years, which makes her comparable to women with hair troubles. She also demonstrates how to use the product to show how easy it is to use.