

Ashley Agacinski

ITWP 2600

March 12, 2025

Project 3

NYX Cosmetics Lip I.V Hydrating Lip Gloss Stain

a. Identify the product that's being advertised in the commercial, list the company's website URL (if it's not listed in the commercial, you may have to Google the company in order to locate the URL), and provide a link to the commercial that you viewed.

NYX Cosmetics Lip I.V Hydrating Lip Gloss Stain

Website: https://www.nyxcosmetics.com/lip/lip-gloss/lip-i.v.-hydrating-lip-stain-gloss/NYX_1131.html

Commercial: <https://www.ispot.tv/ad/TIQs/nyx-cosmetics-lip-iv-nyxtape>

b. Write a description of the salient issues. What are the most important or most noticeable aspects of the commercial?

The commercial was more about the song that the company made to advertise the product rather than the actual product itself. There were no details of the product provided in the commercial. They showed mainly the models or singers, rather than the different colors in the product line. The most important part was insinuating that the colors are loud and stand out, which can be good for long lasting makeup. However, the product may not have been displayed clear enough.

c. Explain, in each case, if the mention of the website is helpful to the commercial, or not necessarily helpful. If the TV commercial does not provide the company's URL, please discuss whether you think it would be helpful to include it and why.

The commercial did not mention their website, but I think they should have. Since the commercial did not give any details about the makeup itself, they should refer to their website for more information. The website is also a key detail in getting consumers to purchase their products. Instead, they recommended watchers to listen to their song on a music app, but this does not give insight into buying the product. They advertise traffic well across another platform, however the website aids in consumer profit where the commercial lacked.

d. Discuss how the two forms of advertising complement one another and whether or not the TV commercial would provoke you to buy the product from the company. Can the product being advertised in the TV commercial be purchased online from the company's website?

If one form of content does not offer details on the product, the other advertising method needs to display the key information, or else nobody will but it. People want to know the size, the color, the style, the ingredients, and more! A quick eye-catching commercial is great in gaining attention, but the website is necessary for displaying products. I would personally find new products based off commercials which is a plus, however I will always visit the website or locations to buy them after that. Websites are used to display more information and details that aid users in gaining access to their products at the fullest.

Revlon Color Stay Limitless Matte Liquid Lipstick

a. Identify the product that's being advertised in the commercial, list the company's website URL (if it's not listed in the commercial, you may have to Google the company in order to locate the URL), and provide a link to the commercial that you viewed.

Revlon Color Stay Limitless Matte Liquid Lipstick

Website: <https://www.revlon.com/products/colorstay-limitless-matte-liquid-lipstick>

Commercial: <https://www.ispot.tv/ad/6jle/revlon-colorstay-limitless-matte-longwear-featuring-madelyn-cline-and-nailea-devora>

b. Write a description of the salient issues. What are the most important or most noticeable aspects of the commercial?

The advertisement was super short, and jam packed. There was not much time to digest the product being advertised. There were a lot of good informative details on the product provided on the website though, which was helpful. Between the long-lasting time wearable to the color and ingredients it covered most of their bases already. The only thing missing was guiding the user to where to buy the product.

c. Explain, in each case, if the mention of the website is helpful to the commercial, or not necessarily helpful. If the TV commercial does not provide the company's URL, please discuss whether you think it would be helpful to include it and why.

The website was not directly mentioned in the commercial, however it could be helpful. Every producer's main goal is consumption of their goods. How else are individuals supposed to make purchases without direct communication where to complete the action? The website offers more detailed descriptions that the commercial could not offer in a small timeframe too. Overall, each commercial benefits more from a descriptive website to follow up.

d. Discuss how the two forms of advertising complement one another and whether or not the TV commercial would provoke you to buy the product from the company. Can the product being advertised in the TV commercial be purchased online from the company's website?

Personally, the commercial would entice me to buy the product. The website offers further insight that I would need when committing to buying the product such as the price and purchase options or shipping. The commercial catches your attention and the website secure the profit. The website shows different ways to purchase their product either online options or in store too! The website goes further in depth on how to use the product they advertise so that anyone can use it. In the end, these two options of advertising complement one another greatly.