Intro

**Regularly Use Skin Care Products?**

**Forbes Magazines: 130 Billion Dollar Industry**

**Where Marketing Is Important**

**W/ Skin Care Industry Dominant,**

**Advertising More to Fams Than Ever Before**

**Today, We Discuss Two Ads**

**In Aug 2019 Family Circle, Where**

**Specifically, Middle Class Moms w/ Teenagers**

**These Ads Utilize Sra/tegic Visual Design to Target Mothers in Search of a “Youthful Glow” and Their Teens who may be Affected by Eczema**

My Visual Analysis

**Alright**

**I’m gonna talk about two parts of the Dupixent Ad:**

1. **The Colors**
   1. **Cool Blue Background**
   2. **Peachy Warm Dress**
      1. **Causes Her to Stand Out**
2. **Her**
   1. **Center of image – bring to focus**
   2. **She’s so Happy!**
      1. **Parents: My Teen can be Happy!**
         1. **With Healthy Skin**
      2. **Conveniently Ad. for Eczema Solution**