Communication of natural beauty products companies

Bachelor's thesis

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I- Background

In the 21st century, well being and beauty are taking more and more importance. Taking care of yourself, feel in harmony with your body and relax are nowadays part of everyday life for French people. Evolving in a stressful environment, well being is now considered like a vital need.

With the evolution of society, it has also been noticed an increase of divorces and therefore of single people. Appearance then becomes a top preoccupation, in order to be able to conquer someone else’s heart. Thanks to beauty products, consumers become more attractive. Access to this beauty is a source of social valorization. It has been noticed that social environment has a direct impact on consumption of cosmetic products.

Occidental society is characterized by the cult of beauty where appearances do really matter. Everyone wants to be beautiful. Consumers are ready to spend fortunes to achieve that dream of true beauty.

Another society fact that plays an important role on cosmetics market is the ageing of the population everywhere in the world. Trying to look young for as long as possible is a priority. This cult of eternal youth is a real opportunity for cosmetics producers who have been exploiting this opportunity for years. According to Professor Etienne Emile Baulieu, an endocrinologist researcher, half of girls born in 2000 will live over 100 years.1

Thanks to the changes in consumer behavior and the actual sociological environment, cosmetic market is living a real boom . The market is very dynamic but also very competitive, it is estimated at 170 billion dollars and is growing at a rate of 4 to 7% every year according to Eurostat2.

But, a niche even more promising is natural cosmetic products market. It is very attractive; with only 3 to 4% of the total sales of beauty products, which leads us to think a bright future is ahead. This market is described by experts as a “megatendency” on the long term. But this tendency is not really new. “Since a long time, flowers, trees, cucumbers and other natural ingredients are used to prepare lotions, especially in countries like India, Brazil or in whole Africa.”3

Nowadays, some producers of natural cosmetics are using ingredients from these countries to exploit all virtues in their products. These active substances are creating an increasing interest from consumers for natural products for the past five years. Nature has become a trend. Indeed, people are buying more and more natural products.

2 Eurostaf, society of market research
3 Céline Boissier « Le marketing des marques dans l’industrie des cosmétiques ». 2005, page 10
Little by little, organic cosmetics’ companies created themselves a place in the cosmetic market and have a development potential significantly higher than for the rest of beauty products. This market has a very bright future ahead with an estimated evolution of 17% in the most optimistic studies, 10.9% at the actual growth rate and the most pessimistic theory plans a 6% increase, which would still be higher than the overall growth rate for cosmetic products according to Biofach.

This trend for natural beauty products is, among other reasons, due to the increasing awareness of consumers about the potential toxicity of classic cosmetic products provoking skin diseases and allergies. Moreover, plenty documentaries and scientifical studies suspected that aluminium in antiperspirants could provoke breast cancer.

General tendency of society for awareness of the importance of the nature can also be found in the impressive success of biological food and numerous calls for protecting the environment. “Green” is the new cool trend.

Facing this tendency towards nature, numerous well known brands (for example L’Oreal) are launching new products under the natural tag. But, when a closer look is taken at the composition of these products, it is often seen that proportion of plants is very low (between 0, 01 and 5%).

The trend of “green” consumption is more and more integrated in the French habits. The keen interest for green products can be noticed thanks to results market. French people are becoming aware of the importance of respecting the environment and nature. They are involved in the sustainable development, reduction of pollution, recycling, organic foods and cosmetics. From this change of behaviour, a more responsible one, a new kind of marketing named “green marketing” has arisen. There are many different types of green marketing’s definition but with straightforward terms, the green marketing can be referred as “the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in itself or produced and/or packaged in an environmentally friendly way”.

The green marketplace is more and more crowded, and companies can’t sell a product only based on its greenness. The green claims should be clear and understandable by consumers in order to reach the success of the product. Companies must know how obtain consumer preferences among competitive brands. In order to sell a “green” product, it must be clearly explained and show it has benefits above and beyond the competition. Quickly, consumers need to notice the specific benefits that the product confers and what is the link with the environment.

Promoting green products seems more difficult than promoting “no-green” products for marketers. Because “It means trying to communicate complex issues in an age where the consumer is used to have messages delivered in snappy sound bites”. The advertising is, nowadays, the most obvious media to spread a green marketing message. More than having an effect on the consumer’s

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4 Biofach 2005 : Salon of natural products
5 About.com Green marketing by Susan ward
6 Ken Peattie 1995 “Environment Marketing Management” Meeting the Green Challenge Page 230
behaviours towards the products or the brand, this mean of communication has a “powerful force which influences our attitudes towards ourselves, our lifestyles and the society and world in which we live”

It is also for this reason that this analysis will be focused on organic cosmetic products’ communication via magazines advertising.

II- Purpose and Problem Statement

It can clearly be seen that “green” has become an actual trend but also evidently a marketing strategy for the company.

Throughout this work, this study tries to understand “how organic cosmetics companies advertise through magazines?”

In the first place, the theories about green marketing will be studied and the focus will more specifically be on green marketing communication and the communication on general.

Then, we will analyze qualitatively and quantitatively the organic cosmetics’ communication in fashion and health magazines. We will try to compare the differences in communication between these two magazines’ types.

Afterwards, we link the analysis of advertising with the theory in order to underline if the organic cosmetic companies apply the theory in their communication strategy.

To conclude, we will try to answer the question: “how organic cosmetics companies advertise through magazines?”

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7 Ken Peattie 1995 “Environment Marketing Management” Meeting the Green Challenge Page 237
III- Delimitation

In this thesis, it was decided to study the communication of natural cosmetic products brands only in the French market. France seemed particularly interesting because it is the first worldwide country in terms of market share percentage with companies such as L’Oréal or LVMH. In 2001, “French and Americans companies only shared 61% of worldwide market” (Var-invest.com). French people are also big consumers of beauty products. French consumers buy almost as much as German, Spanish and British together.

Natural beauty products’ companies used to solely communicate through pharmacies, which was a way to comfort the consumer and send a strong credibility signal. But it is noticeable that since a few years, these companies are using more and more magazines and billboards. This evolution proves the progression of these firms as well as the real interest of consumers. Television is still not used, probably because of its high cost.

It also was decided to study magazines advertisement of natural cosmetics companies. Magazines are very easy to access and it also emphasizes the now direct competition between classic and natural firms, who before had never communicated via the same media. This study takes no interest in other communication tools such as Public Relation, Sales marketing or Direct Marketing, because most of organic cosmetic companies are small and new and it’s not theirs main means of communication. In fact, when new companies come in the market, the easier way to be known is through advertising. So this study is going to focus on woman’s magazine advertisement from natural beauty products firms for their products.

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IV- Frame of reference

In a world where cosmetics market is characterized by ever increasing competition, companies find themselves needing to focus all their efforts on the communication in order to differentiate themselves. Therefore it is very important to develop an effective and successful communication. In this sense, organic products’ companies use theories of green marketing and advertising in order to achieve an effective communication strategy.

1. Green marketing

Green marketing is defined, according to the American Marketing Association, as “the marketing of products that are presumed to be environmentally safe” (American Marketing Association. Online dictionary. 1995). According to Barron’s educational series, green marketing is the “promotion of environmentally safe or beneficial products” (Barron's educational series. Online dictionary. 2000).

Companies that use green marketing are called “green brands”, defined as “one that offers a significant eco-advantage over the incumbents and which hence appeals to those who are willing to making green a high priority” (Grant, 2008, Strategic direction, volume 24, number 6).

Therefore, green marketing is the tool used to market green products. The main target is eco-conscious people. But if we look closely at our subject, which is organic cosmetic products in France, it is noticeable that most people do care about what they put on their skin, not only the person that thinks green as a way of life. In a 2006 research publication by the Organic Monitor association, the authors noted that “French sales have boomed since 2005 when media reports highlighted the possible dangers of synthetic substances in cosmetics & toiletries.”

Green marketing is not new. But what is new, is that green marketing now has multiple targets. It should not only target the typical eco-friendly citizen, but try to reach the maximum number of consumers, as environment becomes a greater concern. In a 2008 survey made by the company TNS for the European commission, 62% of Europeans thought that global warming and climate change is the most serious world problem. And in another 2007 survey by the Ifop institute, 40% of French people declared they thought people themselves are the ones who can really act for the environment and 75% declared they now try to buy products with less packaging. This studies show that environment has become a major concern for most people.

So green marketing is facing a challenge. If the discipline is not new, people have greatly changed since green marketing was born. There is not a typical target anymore for green products. Young or

10http://www.allbusiness.com/glossaries/green-marketing/4961576-1.html
11http://www.organicmonitor.com/100160.htm
old, rich or poor, single or married; everyone is worried with climate change, and more precisely, people are now scared of “classic” beauty products after a few scandals about harmful products hit the news.

2. Green marketing communication

Every product needs to be promoted to guarantee that consumers are aware of its green advantages, understand them and perceive them as a potential opportunity to fulfil a real or potential need or want. In order to have an efficient and successful green communication, marketers must not only content oneself with a positive message of eco-performance.

2.1 The green communications challenge

Marketers must keep in minds that green issues can be complex and not always easy to understand for the consumers. It is for this reason that companies need to negotiate successfully with seven green challenges:14

1. Complexity: The environmental issues are complex topics in which it’s difficult to give a clear and simple explanation. The consumers often have a lack of factual environmental information.
2. Cacophony: These last years, the “green” was a real trend and a lot of companies communicate about this subject. Consumers are submerged by too much information and images about environment.
3. Credibility: Due to this excess of green messages from companies, consumers feel a lack of credibility of the information.
4. Confusion: “BRBM/ Mintel’s research showed that 63% of UK consumers said that they found what companies said about the eco-performance of their products ‘confusing’”15
5. Cynicism: Consumers felt that marketers are more interested in exploiting the market rather than protecting the environment.
6. Co-ordination: It’s quite dangerous for a marketer to promote a product with green claims without being sure about these environmental advantages.
7. Commercial confidence: “With the introduction of the EC Directive on the Freedom of Access to information on the Environment (90/313/EC), which guarantees individuals access to information concerning any company’s environmental performance without them having to prove an interest.”

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14 Ken Peattie 1995 “Environmental marketing management” P 216
15 Ken Peattie 1995 “Environmental marketing management” P 216
2.2 Marketing communications strategies

There are three key variables in environmental communication strategies:

The first one is “Virtue” of the product, which means the green features of product.

The second variable is the “Visibility” of the environmental advantages and all the information concerning to it.

The third variable is the “Volume” of noise which companies must produce around the green performances.

2.2.1 Green promotion objectives

There is not a real difference between the promotion objectives of green companies versus the non-green ones.

The first aim is to *inform* the target about the product and all its green performances but also about the company, how it works and how much it is implicated in the respect of environment.

The second one is to *persuade* consumers to buy and use a green product and at the same time perhaps to even change their consuming habits.

Finally, the last aim is to *remind* customers that they need the product as soon as possible and to underline the place where they can find it and how the product can be purchased.

2.2.2 Green advertising

The advertising is a very effective medium to show the product’s benefits and the pleasure that the consumption of this product can bring. But this medium is often criticised by environmentalists for the degree to which it can be manipulating and convince consumers rather than to inform them. Furthermore, advertising’s effectiveness is usually built on short relevant information allowing the spreading of a simple and clear message and demonstrating the product’s benefits. In order to integrate more complex and detailed explanations, greener advertisers must respect a few rules.
2.2.3 Structure message

According to Iyer and Bannerjee in researching green print advertising, there are six appeal themes that can be used:

1. **Zeitgeist appeals**: which simply attempts to join in with the prevailing green climate, either through “brand statements” such as “brand x is environmentally friendly” or by a bandwagon-jumping attempt to link the product to the green movement.
2. **Emotional appeals**: evoking fear, guilt or the sense of empowerment.
3. **Financial appeals**: involving price reduction (possibly passed on from resource conservation) or donations to causes.
4. **Euphoria appeals**: invoking a sense of well-being by emphasizing the healthiness or naturalness of the product.
5. **Management appeals**: in which a company implies that it is itself involved in the green movement.
6. **Others**: including comparative advertising or celebrity endorsement.

2.2.4 Message content

The message content is very important in green advertising as it is what is making the difference with any other no green communication. It’s however very difficult to define implicit “green claims”.

Carlson and AI, in an analysis of magazine advertisements making green claims identified five categories:

- Product-orientated claims relating to green attributes
- Process-orientated claims relating to technologies and methods of production or disposal
- Image-orientated claims linking the organisation to a green cause
- Environmental fact-based claims which inform consumers about relevant environmental issues
- Claims which combine more than one of the above themes.

According to Kangun et al and David (1993), consumers are more inclined to have a positive reaction if the product claims to have specific advantages, rather than if these supposedly advantages remain vague. It is very important for the consumer to see clearly and comprehensively the product’s benefits.

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16 Ken Peattie 1995 “Environmental marketing management” P 233
17 Ken Peattie 1995 "Environmental marketing management" P 234
3. Advertising

In green marketing, advertising is accurately analysed by consumers. So, a misleading advertising can fail all efforts of a company at green marketing. An honest advertising is not good enough to be efficient; it must also put what it preaches forward. The “green” product’s features can be shown through advertising; furthermore the quality of information is fundamental in green marketing.

There are theoretically different steps in developing an effective communication and more particularly an attractive message.

In the beginning, there are several reasons that drive a company to communicate 18:

**Inform:** Customers might be aware of the existence of the product or brand and the message of the advertisement must explain exactly what it does. This is very important, for example, when launching a new product.

**Persuade:** The aim is to create favourable attitudes towards the product and/or brand and to persuade customers that this product has superior benefits compared to competitors. This is fundamental in a competitive market like cosmetic market. Furthermore, organic cosmetics’ companies need to convince their target that their products have superior values compared with classic cosmetic products.

**Image creation:** Sometimes, the image created by a firm’s communication is the core of differentiation among other brands. The more competitive is the market and the more the image creation needs to be attractive. The only objective is to differentiate in order to call target’s attention to the product.

**Reassure:** This point is also very important for organic cosmetics companies because most customers of the organic products choose this particular kind of products because it’s supposedly healthier for the body. So the communication must prove the reliability and the good value of the product.

In order to create an effective communication, companies use a framework known as the AIDA model for suggesting the desirable qualities of a good message.

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18 Peter Doyle, 1994, “Marketing management and strategy” page 248
4. Developing the message

Thanks to model AIDA, marketers know the good way to communicate. Then, they must decide what to say and how to say it.

4.1 Model AIDA: Attention/ Interest/ Desire/ Action¹⁹

This model helps the companies with the purpose of developing an efficient message. The message must be created in a way that will attract attention. If the communication caught the attention of customers, the second step is to hold interest.

Thirdly, the message must stimulate desire and consequently lead to the action of purchasing. In order to obtain all this phases, the message should be clear, believable and motivating.

4.2 Message content

According to Doyle (1994), « content refers to the appeal that the advertisement will employ to motivate the customer²⁰ ». There are three types of appeal.

Rational appeals relate to the audience’s self-interest and show that the product will produce the claimed benefits. This appeal is more used to prove the product’s quality, value or performance.

Emotional appeals attempt to stir up negative or positive emotions that will motivate purchasing. This kind of appeal is relevant for cosmetic products because it appeals to beauty and the promise of success for example.

Moral appeals are directed to the audience’s sense of what is right and proper. This kind of appeal is more suitable for the company which wants to support social causes as human rights or environment.

4.3 Message structure

The message structure depends on the company’s target. There are three message-structure issues which have produced useful research findings²¹.

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²⁰ Peter Doyle, marketing management and strategy, 1994
²¹ Peter Doyle, marketing management and strategy, 1994
The first one is used whether the advertisement formulates a definite conclusion. In this case, this message structure is more effective when the target is not really motivated or when marketers want to be sure that the conclusion will be well understood.

The second message-structure concerns the target already interested in the product. The advertisement stimulates the involvement from consumers for having their own conclusions.

The third message structure is whether presenting a one-sided argument or two-sided argument\textsuperscript{22}. In some cases, message can improve the company’s credibility or the resistance to competitor offers.

4.4 Message format

The format of the advertising depends upon the media used. As for this study, it will focus on press. In the magazines, communication attracts attention thanks to color, size, texture or shape. The creativity of communication (pictures, headline, brand illustration, etc) has a main impact on the efficiency of advertisements. An area research found that people have a much greater ability to recall pictures than words (\textit{International Journal of research in marketing}, 1984). Furthermore, a picture can say things that will be impossible to exactly translate with words.

Colors also have an importance in advertising. Rowse and Fish say that “red is the color of life and action, yellow suggests warmth; while blue and green suggest coolness. Pink is associated with daintiness; maroon, with richness; and purple with mystery.” (Edward J Rose, Louis J fish. \textit{Fundamentals of advertising} Page 166. 2005).

4.5 Commandments of good advertising

According to Dr Steinbrecher, a German expert on advertising, there are ten commandments which successful advertising messages usually follow\textsuperscript{23}.

- Attract attention: The advertisement must have sufficient impact to attract the attention of the target market. But it’s important to not irritate the customer with too aggressive advertising.
- Visual clarity: The advertisement and illustrations must be clear and understandable after a quick viewing.
- Concentration: The advertisement must not have too much information, not more than one or two central benefits.

\textsuperscript{22} Philip kotler, Gary Armstrong, veronica Wong, John Saunders, principles of marketing, Fifth European Edition, 2008
\textsuperscript{23} Kotler P, Armstrong G, Wong V and Saunders J. 2008 “Principles of marketing” Fifth European
Comprehension and credibility: The language used must be understood by everyone and not use a too specific language.

Positive emotions: The advertisement needs to generate good feelings toward brand and communication, if it's not the case; customers won't pay attention to it.

Unity of style: the style and emotional images of the advertisement should be appropriate with those of the brand.

Constancy of style: The style of advertisement should be unchanged during a long period in order to enhance the message and call customer's attention to the advertisement. If there are too many changes, the brand’s image will be damaged and consumers will be confused.

Match the client’s world: The message should be appropriated to the customer’s environment and ideals.

Differential advantage: The advertisement should send a clear competitive advantage so as to give the customers a feeling that the product is better than other ones in the market.

Images rather than world: pictures are stronger than words in conveying complex messages because pictures need less time to be transmitted and are better understood.
V- **Methodology**

Primary data is of course the ideal type of data for a marketing research. Primary data is defined as “data are collected specially for the purpose of the investigation at hands by known, controlled methods” or can be defined “data that are collected for a current study or project and tailored to meet the specific information needs for that study or project”. This kind of data therefore requires the ability to collect data directly via mail, telephone, interviews, questionnaire, for example. Secondary data is defined as “data that have already been collected by another source and made available to interested parties either for free or at reasonable cost”. It is easier of access, but less relevant for the thesis.

This thesis is therefore going to be based on primary data, because the analysis is founded on many advertising, which were collected solely for the purpose of this study.

1. **Quantitative / Qualitative research**

Quantitative research can be defined as a research aim to involve the procedure designed to obtain and analyze numerical data.

Qualitative research is defined as “a research involves the collection of data that is open to interpretation… and it helps in understanding the factors that influence consumer attitudes and behaviour.”

In our work, it has been decided that both a quantitative and a qualitative research would be conducted in order to gather the maximum amount of information on the subject and to have an in depth look at the problem. The qualitative research aims to identify and clarify the problem which is not yet well known. Indeed the objective is to clarify and deepen the understanding of “how organic cosmetic companies advertise in magazines”? It will be managed by analyzing advertisings in magazines.

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26 Robert D. Reid, David C. Bojanic 2009 “Hospitality marketing management”, fifth edition, page 214
27 J. Paul Peter, James H. Donnelly 2002 “A preface to marketing management” edition 9
28 E. Rowley, 2006 “Information marketing” second edition, page 228
2. Type of research

This study is going to focus on exploratory and descriptive types of research.

Exploratory marketing research is the discovery of ideas and insights. This research is used for different purposes like: (Churchill & Lacobucci, 2005)²⁹

- Formulating a problem for more precise investigation
- Developing hypotheses or establishing priorities to further research
- Gathering information about a practical problem of carrying out relevant research
- Increasing the marketer's familiarity with the problem
- Clarifying concepts

So, this research is appropriate for any problem about which little is known (Churchill & Lacobucci, 2005). It is the case for the study of natural cosmetic products.

Descriptive marketing research is more rigid than exploratory research and seeks to describe users of a product, determine the proportion of the population that uses a product, or predict future demand for a product. As opposed to exploratory research, descriptive research should define “the basic questions of who buys the product, where they buy, when they buy, why they buy, and how they buy. Primarily, the researcher is trying to profile the customer base in terms of demographics, psychographics, attitudes, and purchasing behaviour”³⁰

First, the exploratory research will be used to determine in which magazine are the firms advertising, how, how many times and other measure criteria detailed further in this study.

Then, the subject will be explored with a descriptive research. The goal is to see what is the message they seem to try to conduct to the customer, what kind of image they are trying to create, what emotional response they are stimulating, etc.

3. Population of the study

In marketing, a population is defined as “set of data consisting of all conceivable observations of a certain phenomenon”³¹. In this study, the population is therefore French magazines.

Natural beauty products companies used to solely communicate through pharmacies, which was a way to comfort the consumer and send a strong credibility signal. But it is noticeable that since a few years, these companies are using more and more magazines and billboards. This evolution

²⁹ http://www.answers.com/topic/methodology
³¹ http://www.allbusiness.com/glossaries/population/4945906-1.html
proves the progression of these firms as well as the real interest of consumers. Television is still not used, probably because of its high cost.

This study focuses on magazines' advertisement of natural cosmetics companies. Magazines are very easy to access and it also emphasizes the now direct competition between classic and natural firms, who before had never communicated via the same media.

This study is therefore going to focus on woman’s magazine advertisement from natural beauty products firms for their products. Woman’s magazines are logically the most interesting magazines to study, as beauty products are most of the time targeting female consumers. It is therefore expected that more data can be collected from these magazines.

This population and sample were chosen for several reasons. Magazines and more generally written press have always been a media of choice for beauty products advertising, as anyone can have noticed when opening one. In France, this media is the number one in terms of money invested, as shown by the graphic below. We also see on this graphic that it is also a growing media, with an increase of 8.4% of the investment value, reaching 6 billion Euros in 2004.

France is also among the top European countries when it comes to woman’s magazine sales. It is estimated that in 2004, approximately 146,745,000 magazines were sold who had women as the main target.

Moreover, when we look closely at how beauty and make up products are advertised in magazines, we can clearly see that for this kind of products, a lot of money is invested, especially on advertising in women’s magazines, as shown in the image below.

Source: « Bilan Presse NMPP-TP vente au numéro métropole 2004 », April 2005 (Direction des études sur les marchés, les produits et le réseau)

For example, magazines, newspapers, flyers and so on
4. Sample of the study

But woman’s magazines category is a very large one, and therefore it is important for the purpose of our study to concentrate on a few sub-categories. Woman’s magazines sub-categories are as follow: generalists, fashion/beauty, creative hobbies, family, cooking, astrology, health/well being and seniors. It is essential to diminish the population of the study to a sample, defined as “a small part of something intended as representative of the whole”. This study being focused on beauty products advertising, it is logical to take into account the magazines belonging to the fashion/beauty sub-category. As we are more precisely studying the natural products advertising, it was decided to also take into account magazines from the health/well being sub-category. Because of the relatively limited amount of time for this study, it is also essential to take more than one sample from each of these two categories, and therefore two magazines of each of these sub-categories will be studied.

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33 http://wordnetweb.princeton.edu/perl/webwn?s=sample
4.1 Fashion/beauty sub-category

In 2004, approximately 34 947 000 magazines were sold, for an approximate total value of 82 173 000 Euros. The average price is 2.35 Euros. (Direction des études sur les marchés, 2005) For the purpose of this study, it was chosen to focus on “Elle” and “Cosmopolitan”. These magazines were chosen because they are both famous in France, and are the two magazines with a strong focus on fashion.

“Elle” magazine

Weekly French magazine edited since 1945. In 2008, 470 238 units were printed per week, with an average of 387 191 units sold (OJD).

Elle describes its values as being “optimism, pleasure, humor and accessibility”. The magazine’s main target is women age 25 to 49 year old, belonging to the superior social classes and living in cities (Elle Website).

“Cosmopolitan” magazine

Monthly American magazine edited since 1886 in the USA and 1973 in France (Wikipedia). In 2008, 569 621 units were printed per month, with an average of 414 944 units sold (OJD). But it is estimated that approximately 1 753 000 persons do read the magazine (Groupe Marie Claire).

Cosmopolitan, “the absolute feminity” targets women between 20 and 35 year old. The magazine’s slogan is “the magazine of all possible”. It is described on Marie Claire group’s (to which the magazine belongs) website as “an oxygen bubble in the life of a city active woman in her 30s” even adding that Cosmo is “a brand full of dynamism and positivism, a brand that keeps reinventing itself… always following its time, for a reader not like others who is audacious enough to buy what she likes”.

With average 219 pages per magazine, or 2628 pages a year (Groupe Marie Claire) and 888 pages of advertising in total (TNS Media Intelligence 2007), we can calculate that roughly 34% of the pages are advertising.

The Group’s website is also providing us with information as to what are these pages of advertising filled with. 43% of the advertising pages are used for beauty products, 30% for fashion products and 4% for food/beverage.

34 http://www.elle.fr
36 http://www.elle.fr/elle/pages/annonceurs
4.2 Health/well being sub-category

In 2004, approximately 6 596 000 magazines were sold, for an approximate total value of 17 984 000 Euros. The average price is 2.73 Euros. (Direction des études sur les marchés, 2005) For the purpose of this study, it was chosen to focus on “Top Santé” and “Santé magazine”. These two magazines were chosen for the simple reason that they are the two main health magazines in France, which still is a rather small sub category with very few titles available.

“Top santé” magazine:

Monthly French magazine edited since 1990 (Mondadoripub38). In 2008, 497 128 magazines were printed per month, with an average of 308 722 units sold (OJD). But it is estimated that 3 560 000 persons do read the magazine. This makes it the leader magazine for health orientated women’s magazines (Mondadoripub).

The concept of the magazine is that Top Santé “proposes to women an optimistic speech, appropriate and global on the management of their well being as well as the one of their loved ones with always more news and innovation39”. The core values of the magazine are described as being feminity, expertise, optimism and usefulness.

The magazine positioning is reflected by its 2 slogans: “Top santé, the pleasure to take care of yourself and those around you” and “the power of a generalist women’s magazine and the cautiousness of an health referent”

The main target is women under the age of 50, active, and we can note that 42.3% of the readers have a child under the age of 15 (Mondadoripub).

“Santé magazine” magazine:

In 2008, 426 665 magazines were printed a month, with an average of 237 278 units sold (OJD). Santé magazine is owned by Uni-editions group, a small editing group whose public objective is to provide people with magazines to help them in everyday life and give them practical information.

Very little other information seems available, even though this magazine is the 2nd bigger one on its segment, just after Top Santé. We can still deduce from the magazine and its website, that the target is mainly women aged less than 60 year old.

5. Type of data collected and their study

The study will focus on the advertisement in these 4 magazines for a period of 2 months, from mid-February to mid-April. We will have then collected:

- 8 Elle magazines
- 3 Cosmopolitan magazines
- 3 Top Santé magazines
- 3 Santé Magazine magazines

First, a quantitative study of these magazines’ advertisement will be realized. For each magazine, we are interested in:

- The number of advertisements for beauty products in general
- The number of advertisements for organic beauty products
- The size of the advertisement (2 pages, 1 page, half a page, etc)
- The brand advertising
- What kind of product is the advertisement for (face, body, hair, makeup, anti ageing or other)
- If the main vehicle of the message is text or image
- The main color of the advertisement

The two types of magazines will be separated for this study, in order to be able to make a comparison between them and to determine if the advertisements are different.

A qualitative study of the advertisements will also be conducted.

Only the advertisements for natural beauty products will be used for this part of the study. The aim is to be able to determine if a common approach can be underlined in the different advertisements. Visuals, texts, as well as slogans will be studied in order to emphasize the goal of the company: reassuring, inform, increase sales, etc. For this qualitative study, five different advertisings will be studied.

6. Presentation of the quantitative study

The quantitative part of this study is going to be presented via grids with codified numbers.

Below is an example of the kind of grids that will be used for the study, as well as a complete legend.

To compare the number of total advertisement for organic products versus the total number of advertisements for beauty products, the following grid will be used.
Then we will directly go on to the study of organic products only and use the following grid. One grid per magazine will be created.

<table>
<thead>
<tr>
<th>Type of product</th>
<th>Brand</th>
<th>Size</th>
<th>Text/Image</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertisement 1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertisement 2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertisement 3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertisement 4</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertisement 5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The following legend will be used in the grid:

**Type of product**

<table>
<thead>
<tr>
<th>Face</th>
<th>Body</th>
<th>Hair</th>
<th>Makeup</th>
<th>Anti ageing</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
</tbody>
</table>

**Brand:**

Because of the large number of brands that are only present one time, it has been decided that all brands that are only presented one time only will be grouped in a category "others".

<table>
<thead>
<tr>
<th>Nuxe</th>
<th>Caudalie</th>
<th>Sanoflore</th>
<th>Meltivita</th>
<th>L’occitane</th>
<th>Coton Bioethic</th>
<th>Dr Hauschka</th>
<th>Ushuaia</th>
<th>Patyka</th>
<th>Kibio</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
</tr>
</tbody>
</table>

**Size:**

<table>
<thead>
<tr>
<th>2 pages</th>
<th>1 page</th>
<th>Half a page</th>
<th>Quarter page</th>
<th>Smaller</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

**Color**

<table>
<thead>
<tr>
<th>Blue</th>
<th>Green</th>
<th>Yellow</th>
<th>Red/Orange</th>
<th>Brown</th>
<th>Black</th>
<th>White</th>
<th>Purple/Pink</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>G</td>
<td>Y</td>
<td>R</td>
<td>Br</td>
<td>Bl</td>
<td>W</td>
<td>P</td>
</tr>
</tbody>
</table>
7. Analysis of data

From the collection of data for the qualitative study, the numbers obtained will be studied using a grid per type of magazine and per type of data. Below, an example of the grid that will be used to analyze the results for the type of products in health/well being magazines.

<table>
<thead>
<tr>
<th>Magazine 1</th>
<th>Magazine 2</th>
<th>Magazine 3</th>
<th>Magazine 4</th>
<th>Magazine 5</th>
<th>Magazine 6</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>3</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Percentage</td>
<td>#DIV/0!</td>
<td>#DIV/0!</td>
<td>#DIV/0!</td>
<td>#DIV/0!</td>
<td>#DIV/0!</td>
<td>#DIV/0!</td>
</tr>
</tbody>
</table>

This will enable us to determine, for each type of magazine, who is advertising, for what type of product, using what color, size and whether the advertisement is focused on image or text.

Then, we will be able to compare the difference between the two types of magazines with grids such as the following.

<table>
<thead>
<tr>
<th>Health/well being</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Ratio</td>
<td>#DIV/0!</td>
<td>#DIV/0!</td>
<td>#DIV/0!</td>
<td>#DIV/0!</td>
<td>#DIV/0!</td>
<td>#DIV/0!</td>
<td>#DIV/0!</td>
</tr>
</tbody>
</table>

This will enable us to determine the differences between the two types of magazines, if a certain type of product is more or less advertised, if brands, colors and sizes and the same.

For easier comprehension, all grids will also be accompanied by a graphic showing the results.
VI Empirical study

1. Quantitative study

For the detailed datas for each magazine see Annexe 1 and 2.

1.1 Fashion magazines

The results of the study of the fashion magazines data should be read carefully, as in the sample used, one of the magazines happened to have a special edition on green cosmetic products. In this special magazine, 33 advertisements for green products were found, when the “normal” average for the fashion magazines is 2 or 3. Therefore, this special edition greatly ups the average for the whole magazine category.

<table>
<thead>
<tr>
<th>Advertisement (Number)</th>
<th>Cosmo 1</th>
<th>Cosmo 2</th>
<th>Cosmo 3</th>
<th>Elle 1</th>
<th>Elle 2</th>
<th>Elle 3</th>
<th>Elle 4</th>
<th>Elle 5</th>
<th>Elle 6</th>
<th>Elle 7</th>
<th>Elle 8</th>
<th>Total</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>49</td>
<td>46</td>
<td>73</td>
<td>55</td>
<td>20</td>
<td>33</td>
<td>36</td>
<td>22</td>
<td>41</td>
<td>51</td>
<td>47</td>
<td>473</td>
<td>43</td>
</tr>
<tr>
<td>Organic</td>
<td>3</td>
<td>1</td>
<td>7</td>
<td>33</td>
<td>0</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>56</td>
<td>5.09</td>
</tr>
<tr>
<td>Percentage</td>
<td>6.1</td>
<td>2.2</td>
<td>9.6</td>
<td>60</td>
<td>0</td>
<td>6.1</td>
<td>5.6</td>
<td>4.5</td>
<td>7.3</td>
<td>3.9</td>
<td>4.3</td>
<td>11.8</td>
<td>11.8</td>
</tr>
</tbody>
</table>

We noticed that in fashion magazines, 33% of advertising are for body care products, followed closely by face care advertisings with 29%. The advertising for face, body and hair products corresponds to more than 80% of the advertisings.
More than half of advertisements are very small, and just show the product’s image. Some advertisements are bigger, but still far from being the majority.

It can be noticed that half of advertisings show mainly image and only 8% of ads are mainly composed of text. This is easily understandable, because according to the theory, pictures have more effect on the consumer's behavior because its need less time to be transmitted and are better understood.
The main color in advertising is white because it symbolizes the purity, the cleanness and this color is peaceful. So it is really appropriate for cosmetic products.

The second main color is yellow; it symbolizes the sun, the warmth, energy, luxury and acuteness. This color stimulates sight, the intellect and puts people in a good mood.

Another color very present in these advertisings is orange. It symbolizes the progress and the balance. This color makes people feel happy and creates heat and well-being.

On the other hand, it is very surprising that there are not more green colored ads, only 9% of advertising. This color symbolizes the vegetal world, the youthfulness, the trust, and the tolerance. This color would be much appropriated for organic cosmetic products.
This pie chart shows us there are a lot of different organic cosmetic brands on fashion magazines. The most present brand is Caudalie and then Nuxe. But, there is not really any brand that is clearly in the position of leadership.

### 1.2 Health / well being magazines

<table>
<thead>
<tr>
<th>Advertisement (Number)</th>
<th>Santé magazine 1</th>
<th>Santé magazine 2</th>
<th>Santé magazine 3</th>
<th>Top santé 1</th>
<th>Top santé 2</th>
<th>Top santé 3</th>
<th>Total</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>39</td>
<td>49</td>
<td>51</td>
<td>63</td>
<td>39</td>
<td>56</td>
<td>297</td>
<td>49.5</td>
</tr>
<tr>
<td>Organic</td>
<td>4</td>
<td>8</td>
<td>9</td>
<td>3</td>
<td>7</td>
<td>7</td>
<td>38</td>
<td>6.33</td>
</tr>
<tr>
<td>Percentage</td>
<td>10.26 %</td>
<td>16.33 %</td>
<td>17.65 %</td>
<td>4.76 %</td>
<td>17.95 %</td>
<td>12.50 %</td>
<td>12.79 %</td>
<td>12.79 %</td>
</tr>
</tbody>
</table>

The most represented advertisements are for face then body products. We can notice that anti-ageing products also take an important place. It is probably because the target of well-being magazines is older than the one of fashion magazines.
More than half of advertisings are small, but there are 24% which take a quarter page and almost the same quantity which take one page or half a page.

32% of cosmetic products’ advertisings are composed mainly of white color. In well-being magazines, the green color takes also a good place because like it was already said above this color is totally appropriate for the organic cosmetic products.
Around 85% of the advertising is composed of mainly text or a balance between text and image. This figure can be explained because target is older in well-being magazines than fashion magazines, and they need to have more explanations about the product in order to be reassured.

We notice a lot of different brands of organic cosmetic products and only two brands, which are actually more present: Caudalie and Nuxe. The market of organic cosmetic products is new and a lot of companies try to find a place.
1.3 Comparison between the two magazine categories

Types of products

<table>
<thead>
<tr>
<th>Health/well being percentage</th>
<th>Face</th>
<th>Body</th>
<th>Hair</th>
<th>Makeup</th>
<th>Antiageing</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>45</td>
<td>26</td>
<td>2,6</td>
<td>2,6</td>
<td>16</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Fashion percentage</td>
<td>28</td>
<td>35</td>
<td>16</td>
<td>10,5</td>
<td>3,5</td>
<td>7</td>
</tr>
</tbody>
</table>

We can see that advertisements for face and body products represent the majority in both categories.

But it can also be noticed that the percentage for anti ageing product is much higher in health magazines.

Size of advertisings

<table>
<thead>
<tr>
<th>2 pages</th>
<th>1 page</th>
<th>Half page</th>
<th>Quarter page</th>
<th>Smaller</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health/well being percentage</td>
<td>0</td>
<td>16</td>
<td>8</td>
<td>24</td>
</tr>
<tr>
<td>Fashion percentage</td>
<td>7</td>
<td>9</td>
<td>0</td>
<td>30,4</td>
</tr>
</tbody>
</table>

There is on around the same percentage of advertisements in both categories which are a quarter page or smaller.

But it is interesting to notice that 100% of advertisements of 2 pages are found in fashion magazines, while 100% of the half page is found in the health category.

Text / Image

<table>
<thead>
<tr>
<th>Mainly text</th>
<th>Mainly image</th>
<th>Balance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health/well percentage</td>
<td>28</td>
<td>25</td>
</tr>
<tr>
<td>Fashion percentage</td>
<td>9</td>
<td>55,4</td>
</tr>
</tbody>
</table>

This table confirms what is said above. 28% of advertisements in health magazines are mainly text, versus only 9% for fashion magazines.
**Colors**

<table>
<thead>
<tr>
<th></th>
<th>Blue</th>
<th>Green</th>
<th>Yellow</th>
<th>Red/orange</th>
<th>Brown</th>
<th>Black</th>
<th>White</th>
<th>Pink/purple</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health/well being percentage</td>
<td>5,3</td>
<td>29</td>
<td>8</td>
<td>5,3</td>
<td>2,6</td>
<td>5,3</td>
<td>31,5</td>
<td>13</td>
</tr>
<tr>
<td>Fashion percentage</td>
<td>6</td>
<td>9,6</td>
<td>15,4</td>
<td>13,5</td>
<td>7,7</td>
<td>5,8</td>
<td>38,5</td>
<td>4</td>
</tr>
</tbody>
</table>

Noticeable differences can be seen for the green, yellow, red/orange and pink/purple colors.

There seems to be more advertisement of green and pink/purple in health magazines, and more yellow and red/orange in fashion magazines.

**Brands**

<table>
<thead>
<tr>
<th></th>
<th>Nuxe</th>
<th>Caudalie</th>
<th>Sanoflor e</th>
<th>Melti vita</th>
<th>L'occitane</th>
<th>Coton Bioethic</th>
<th>Dr Hauschka</th>
<th>Ushuai</th>
<th>Patyka</th>
<th>Kibio</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health/well being percentage</td>
<td>13</td>
<td>10,5</td>
<td>8</td>
<td>5,3</td>
<td>8</td>
<td>2,6</td>
<td>0</td>
<td>2,6</td>
<td>2,6</td>
<td>0</td>
<td>47,4</td>
</tr>
<tr>
<td>Fashion percentage</td>
<td>7</td>
<td>9</td>
<td>2</td>
<td>2</td>
<td>3,6</td>
<td>0</td>
<td>3,6</td>
<td>1,8</td>
<td>1,8</td>
<td>3,6</td>
<td>66</td>
</tr>
</tbody>
</table>

“Brand” seems to be the only variable that doesn’t present any outstanding difference. We can just notice that there is a slightly a higher percentage of advertisements for Nuxe and Caudalie in health than in fashion magazines.
2. Qualitative study

The analysis will be about 5 different advertisements. The 5 advertisements chosen are not representative of the advertisings for green cosmetic products, but they have been chosen because they tend to be larger than the average, therefore also more interesting for a qualitative study, and they also often appear in more than one magazine.

2.1 Yves Rocher

Description
This advertisement can only catch attention because it is not printed on the magazine, but is a separate leaflet. The background is white.

First, there is only a beautiful woman with makeup and the catching sentence “Nature colors by Yves Rocher. The makeup novelty”.

The leaflet can then be opened so that the viewer sees a double page with various makeup products next to each other. On the top left, the logo and the name of the brand are written. On the right part of the double page, it is written “New natural colors makeup by Yves Rocher. 200 colors inspired by nature”.

The leaflet then can be opened again into a 4 page advertisement. There are three lines and three columns of square picture of various flowers, plants and powders arranged by color. At the top left, there is again the name and logo of the brand. In the middle bottom is written “natural colors by Yves Rocher. The first vegetal “color frame”.

If the leaflet is folded again to its original side, at the back is simply the logo, website and name of the brand.

Interpretation
This advertisement has clearly been created to attract attention on the products. The form of the advertisement is original and its double opening makes it a discovery for the viewer when he opens the leaflet.

The beautiful woman is the first thing you see, and this creates curiosity. The reader then opens the leaflet a first time and just finds a row of makeup products. It is only then that you clearly know the advertisement is for makeup products. Then you realize the leaflet can again be opened, and you discover simply beautiful images of nature, arranged by color. A picture of a plant is always alternated by a picture of some kind of powder like makeup powder of the exact same color.
It can be noticed that the row of makeup is following the same color arrangement than the nature pictures. This is done to emphasize the point that the colors of the makeup are inspired by nature.

The background is always white, very sober, which underlines even more the colors of the different pictures and makeup products.

There is no text to inform the customer of the prices, the release dates or the sales point. No product is even clearly advertised, it is a whole line of products that is pictured.

The arrangement of pictures is truly beautiful, and the picture of the row of products follows the same color code, so that the viewer realizes that the colors of the makeup are really coming from natural colors.

The design of the advertisement is pure, simple, with square pictures. Only the very first page with the woman has no white background, the picture takes the whole space. But even then, the woman is wearing a dark blue shirt, has green eyes with light blue makeup, her lips are pink, her hair are brown, and in the background we can see orange and red lights like if the picture was taken outside.

The advertisement is clearly based on colors, and the brand is clearly playing with them in order to create a beautiful overall image. They also link the products to images of nature, giving them an image of purity and naturalness. The idea is that you can use your makeup to embellish yourself with truly natural colors.
2.2 Juvabio

Description

The advertisement shows a woman wrapped by blue petals. She looks peaceful and calm. The background of the advertisement is blue. Next to the picture of the woman, we can see the product, as well as its packaging. The flower and blue color theme is also present on both of those pictures.

At the top, in white letters, is written “Offer yourself the pleasure and efficiency of an organic care”. At the bottom, we can see the label “charte cosmétique bio”, the logo of the brand, a mention as to where to find the product, and also at the very bottom, a black stripe with written "0% PARABEN – 0% PEG – 0% PHENOXYETHANOL".

Interpretation

Presence of flowers around a woman that seems to be naked is probably to emphasize the well being state of the woman, caressed by petals. It looks as if the petals are forming a bed and caressing her skin. The message sender clearly wants the reader to associate the image of the product on the right, with the picture of the woman on the left. The association should lead the viewer to think that using this product will make you feel just as peaceful and good as the woman in the petals.

The color blue attracts attention. But it also reminds of the color of water, which can also be associated with a feeling of well-being, like when taking a bath or be in a swimming pool. Juvabio is trying to attire viewers, to make them have good feelings toward this product, to associate it with well-being. The slogan at the top is totally logic with this strategy. The product is seen as a gift you are making to yourself by buying it. It is also immediately associated with pleasure. The goal here is to persuade the reader that this product will bring pleasure and efficiency, create a state of well being and peacefulness.

It is also said that the product is efficient, and on the packaging and the product we can see that is it written “efficiency proved”.

It is mentioned three times that the product is organic, once in the top slogan, once with the logo of the label, and once again at the bottom. Any of these alone would have been enough to mention that the product is organic. But the brand chose to mention it three times so that the reader will remember it.

We can also note that except for Paraben, the two other chemicals mentioned probably don’t mean anything to the average viewer. Chances are the reader of the magazine doesn’t even know what Phenoxyethanol is. Using this word then clearly has another purpose than just information. First of all, the word sounds barbarous, and so, even not knowing what it is, anyone would feel good to know that this isn’t in the product they are using. It also gives the advertisement a “scientific” side, by using a complicated word.
2.3 Occitane advertising

Description:
The advertising shows mainly the representation of almond. The heart of almond is represented by the product (with the cream pot open, so we can see the color white of product, like the heart of an almond). Around the product there are some stones of almond and around these, some green almonds are represented. The whole picture represents a whole almond.

At the bottom, there is a box with an informative text. The title is “In the heart of almond, firmness and softness for your body” Then, there is 5 lines describing the product’s benefits. At the right, framed, we can find the ticket of the product: “almond, milk concentrated, toning and smoothing, with almond milk”.

Interpretation

At the top left of the advertising, there is the brand’s logo in a good size. It respects the reader’s axe of reading, because just after, the eyes go to the product “in the heart of almond” and after go to the whole smaller almond. The eyes stop on the web address of the brand. The position of the product is central, and illustrates the title of box.

The framed text is written in white with a pale green background, which brings out the text.

Colors of the advertising are pale green, brown and cream. That represents the softness and the purity. It’s exactly the same color as an almond. The forms are also very rounded and that accentuates the effect of softness. Inside the box, the logo is also represented by an almond’s form. The box with the frame reflects the serious side of the advertising.

Included with the advertising, there is an offer if consumers buy for more than 20 Euros of products. This offers permits to try the product and to provoke the act of purchasing.
2.4 **Ushuaïa**

**Description**

The advertising shows a naked woman, who arouses positive emotions. It reflects an image of femininity, nature. At the left bottom, the product is clearly shown with the logo to prove the quality and the naturalness of product.

We notice easily the slogan “with respect for the nature, with respect for your skin”, displayed in the middle of advertising.

**Interpretation**

The advertising respects the reader’s axe of reading, that means the logo “Ushuaïa” is at the left top of advertising and then the look goes diagonally to the right bottom of the advertising, where is placed the shower gel product.

The quality symbol “bio cosmetic charter cosmebio” is used 3 times in the advertising in the axe of reading, in order to be sure that the reader can see it.

Logo certified by “Ecocert”, an organism which controls and certifies the transparency of natural biologic product.

Information about product: Perfume 100% natural, 99, 5 % of natural ingredients, without colorant, without Paraben, Hibiscus derive from biologic agriculture

The text of the advertising is used essentially for reassure the consumer.

**Positive emotions:**

The naked woman emits sensuality, well being and shows she is felling well with her body and respects it. She looks like radiant. The advertising gives the desire to have the same sensations.

The advertising is not weight down, the visual are clear. The differential advantage is “bio” product and the respect of nature.
2.5 Caudalie

Description

The advertisement has a black background. About two third of the page is taken by a big green leaf with written on the left side « 30 years and… » and on the right side « not any wrinkles ».

The left side of the leaf has a lot of wrinkles while the right side is smooth.

At the right bottom there is a picture of the product.

On the left side, right under the leaf, we can read “0% paraben phthalate” in a circle.

At the bottom there is five lines explaining what are the active principles and the results people can expect. Then the consumer is given a phone number to call to get information.

Inside the text, there is another framed text saying that if you buy the product, you will get a free complementary product.

At the very bottom, the name of the brand “Caudalie” is written in big white capital letters.

Interpretation

The target is quite specific. The brand is clearly appealing to women around their thirties as the goal of the product is to reach this age without any wrinkles. It can be underlined that it is unusual for an anti ageing product to target such a young audience.

The name of the brand is also very big, about half the size of the whole text about the product. This is so the reader will also remember the name of the brand as well. It can even be said that this advertising is just as much about the brand as to the actual product advertised for.

The left side of the leaf is symbolizing what the skin should be like at 30 years old (wrinkles) then after the three dots, the leaf symbolizes a wrinkle free skin. To explain this result, the product is shown right next to the wrinkle free side.

The left side of the text is written in itallic and also symbolizes the wrinkles. On the right side, the text is normal and “clear”, symbolizing again the smooth skin.

It can also be noticed, that the left side of the leaf is slightly darker than the right side, like it is an “older side”. The right side just looks brighter, “cleaner” and younger.

The black background first attracts the attention of the reader because it is quite unusual for a cosmetic advertising. The black also emphasizes the green leaf which then becomes the main element of the advertisement.
The whole advertisement is composed of three colors only (black, white and green) and with precise forms. This makes the advertisement clear, pure and simple.

The green leaf also symbolizes nature, and therefore underlines the fact that the product is organic. The leaf also appears to be a grape vine leaf, and Caudalie is known for making all its products from grapes. So the leaf is also a reference to the brand itself.

The spike of the leaf is also pointing at the text, drawing the viewer’s attention all the way from the catching sentence to the informative text.

The leaf represents the efficiency of the product and the text reinforces the concept of a product that is really working. The brand is using specific words and clearly mentions that its product is free of paraben in order to reassure the consumer.

The contrast between the forms is also being used to catch attention. When first looking at this advertisement, the ring next to the frame draws attention, so that the reader just cannot miss them. The leaf also has a form that is different.
# 2.6 General conclusion of the qualitative study.

<table>
<thead>
<tr>
<th></th>
<th>Caudalie</th>
<th>Yves Rocher</th>
<th>Ushuai</th>
<th>Juvabio</th>
<th>Occitane</th>
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<tr>
<td><strong>Main color</strong></td>
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<td><strong>Goal</strong></td>
<td>Reassure, create purchase, inform</td>
<td>Create envy</td>
<td>Create envy</td>
<td>Create envy and act of purchase</td>
<td>Create act of purchase, inform</td>
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<tr>
<td><strong>Based on</strong></td>
<td>Forms and colors</td>
<td>Colors arrangement</td>
<td>Association with well being</td>
<td>Association with well being</td>
<td>Colors and shapes of almond</td>
</tr>
<tr>
<td><strong>Viewer should remember</strong></td>
<td>This product is efficient</td>
<td>The products are beautiful</td>
<td>This product makes you feel good</td>
<td>This product makes you feel good</td>
<td>This product is soft and efficient</td>
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<tr>
<td><strong>Nature dimension of the product</strong></td>
<td>Leaf “0% paraben, phthalate”</td>
<td>“natural colors inspired by nature”</td>
<td>Cosmetic bio Flowers “with the respect for the nature”</td>
<td>“Organic care” Organic logo “0% paraben, 0% PEG, 0% phenoxyethanol”</td>
<td>Almond theme</td>
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</table>
This work shows that there are a lot of different brands in the organic cosmetic market and none of them is in a real leader’s position. Furthermore, this market is a niche and the organic cosmetic companies are just starting up and still are small companies with small budgets. That explains why the majority of advertisements in the magazines are small. In other words, most of these companies are budding and don’t have a big budget like for example L’Oreal to promote their products and therefore to buy a big advertising insert.

In fashion magazines, it can be noticed that the advertisements are composed of mainly images. In fact, like Dr Steinbrecher, an expert on advertising says, images are stronger than words in conveying complex messages because pictures need less time to be transmitted and are better understood.(Doyle, 1994)

On the other hand, in well-being magazines, advertisements are mainly composed of words. But we know that, according to Ken Peattie (1995), one of the main green promotion objectives is to inform the target about green products’ performances. So it is logic that companies need to explain clearly what the products’ benefits are and what advantages consumers can expect. The virtue of a product is highlighted thanks to the information given to consumers; it would not be the case with only pictures. The aim of a company is also to reassure the consumer in using product-orientated claims related to green attributes, like Carlson and al identified in their analysis.
1. Appeals

It can be noticed that Yves Rocher, Juvabio and Ushuai advertisings have an emotional appeal. According to Doyle (1994), emotional appeal is an “attempt to stir up negative or positive emotions that will motivate purchasing”\(^{40}\). In other words, the goal of an emotional appeal is to create positive emotions towards a product and/or a brand. That can be deducted from the fact that these three advertisings try to create envy and desire from the viewer and that two of them (Ushuai and Juvabio) are making an association with well being. What viewers should remember from these advertisings is that the products are beautiful/make you feel well.

On the other hand, Caudalie and l’Occitane seem to have a rational appeal. We can say that because the goal seems to be to inform the viewer about the product and eventually provoke an act of purchase. They both play with forms and colors to attract attention on the informative texts and special offers so that they become one of the first things the viewer will set eyes on. Both advertisings focus on communicating about the efficiency of their products.

These advertisements can also be related to another theory about appeals, which applies specifically to green products. In relation to this theory, it can be said that Yves Rocher, Juvabio, Ushuaia and Occitane have a euphoria appeal. Euphoria appeal is defined as an appeal “invoking a sense of well-being by emphasising the healthiness or naturalness of the product” (Peattie, 1995, p 233)\(^{41}\). Yves Rocher indeed created a beautiful, colourful advertising which is a pleasure to see. Juvabio and Ushuaia both had as their main image a naked woman; in petals for Juvabio and taking a shower for Ushuai. Both images show a woman who is feeling good, seems to be relaxed and in peace with her body. Occitane based all its advertisement on sweet colors, evoking nature, sweetness.

But Occitane also seems to have a financial appeal, like Caudalie. Financial appeal is an appeal “involving price reduction (possibly passed on from resource conservation) or donations to causes” (Peattie, 1995, p 233)\(^{42}\). Caudalie is offering a gift to people buying the product and Occitane is offering that product if consumers buy for more than 20 Euros of products.

We can see a parallel between the advertisements for Caudalie and L’Occitane. They both have a rational appeal, want the viewer to remember that their product is efficient, offer buying incentives, play with shapes and colors and try provoke an action from the consumer.

Even though these two advertisings are very different when you simply look at them, there is a clear common strategy. According to the theory about appeals for green products, we can see that both these advertisings have a financial appeal (involve price reduction or gift). The other three advertisings have an emotional appeal. They want to create desire and envy, and the viewer should remember the products are beautiful/make you feel good.

\(^{40}\) Peter Doyle, 2006, marketing management and strategy, Page 274
\(^{41}\) Ken Peattie 1995 “Environmental marketing management”
\(^{42}\) Ken Peattie 1995 “Environmental marketing management”
2. Promotion objectives

According to Doyle (2006) and Peattie (1995), advertising can have five goals:

- **Persuade** consumers to buy and use a green product and at the same time perhaps to even change their consuming habits.
- **Remind** customers that they need the product as soon as possible and to underline the place where they can find it and how the product can be purchased.
- **Inform**: Customer might be aware of the existence of the product or brand and the message of the advertisement must explain exactly what it does.
- **Image creation**: The only objective is to differentiate in order to call target's attention to the product.
- **Reassure**: The communication must prove the reliability and the good value of the product.

From that theory, it can be deducted that:

Caudalie has three goals. First, to inform with the text explaining what the product is doing, and how. Second, to reassure by mentioning that the product is paraben and phthalate free. Third, to remind the consumer that by buying the product he/she will have a free gift.

Yves Rocher is trying to build its brand image. The advertising does not mention where to buy the product, nor the prices and has no informative text. The advertisement is only about showing the products and associating them to natural colours, so that an association can be created in the viewer's mind between the brand and nature.

Ushuaia is trying to persuade the viewer to buy the product because they put the product forward in order to induce the purchase as soon as possible.

Juvabio has three goals. First to persuade the consumer that their product is better than a “normal” one because it is organic and is free of paraben, PEG and phenoxyethanol. The advertisement really is focused on the fact that the product is organic, and therefore, better for the skin. The second goal is to reassure with again the fact that the product is free of some harmful chemicals. Then, the advertisement also has a reminding goal, by mentioning where to buy the product, and showing the packaging so the product is really easy to find on shelves.

Occitane has two goals. First, the brand is trying to inform the viewer. There is a box of informative text. Then, the second goal is to remind people by proposing a special offer.
3. AIDA model

We can also relate advertisings with the AIDA model, which means Attention, Interest, Desire and Action, created by Lewis. It seems that both Yves Rocher and Ushuai are trying to create desire towards their product. Yves Rocher is presenting its line of products with images only and in a double folded advertisement, to make this a discovery for the viewer, as well as a set of beautiful pictures. Ushuaia is showing a naked and sensual woman who seems to take a lot of pleasure taking a shower and when the viewer looks at it, it creates the desire to feel the same.

Caudalie and l’Occitane can be situated at the “action” level of AIDA. They are indeed trying to get the consumer to buy their products as fast as possible, by offering them gifts.

Juvabio seems to be trying to create interest from the viewer. It is mentioned three times that the product is organic so that the reader cannot miss it. They also emphasize the qualities of the product, that it is a pleasure to use it and that it is efficient. The viewer then gets curious.
**VIII- Conclusion**

In addition to what was analyzed in the previous part and that is going to summed up here, there is some findings that we are going to present in this conclusion.

It can be noticed that generally, advertisings are small, probably due to the fact that a lot of companies producing organic cosmetics are “young”, and therefore still in the development phase, which probably does not allow them to spend as much money as big groups such as l’Oréal on advertising. A lot of different brands are currently advertising through magazines, and there is still no company that is a clear leader.

It seems that almost all kind of appeals mentioned in the theory are being used.

Companies which did choose to advertise on a full page or more generally tend to use a big picture, which is the central element of the advertising, and that picture is, with the exception of Caudalie, always a picture of the product. This is clearly a difference with “classic” cosmetic products, when the main image is generally of a person (generally of a face for makeup products and of the body for body care products).

The big picture also is a way to attract the consumer’s attention, which, as we have seen, is essential when advertising in the press. The logos and/or brand name are also usually big, so that people will remember the name. This also is explained by the fact most of these companies are new or not so well known, and through their product’s advertising, they are also promoting the brand itself.

All the advertisements studied in the qualitative study also play with forms and colors. The purpose is probably to catch attention, but also to emphasize the main elements which the company wants people to notice (such as the buying incentives, the informative texts, or the mention to the organic dimension of the product).

Still, the advertisings are all pure and simple, with very few main elements, easy to understand and to remember.

Concerning the quantitative study, there is a few findings we can highlight:

We noticed that there is a difference in the type of products being advertised in the two different magazines’ categories. We found much more advertising for anti ageing products in magazines belonging to the health/well-being category. This is logical with the target audience of health magazines, which target is older women, who are more susceptible to buy anti ageing products. On the contrary, we noticed that in the fashion magazines, there were more products for face and makeup. This can be explained by the fact that fashion magazines’ target (women under age 50), are keener on hair and makeup products.
A difference was also seen in the size of advertisements depending on the category of magazines. 100% of the advertisements on a full page are found in fashion magazines, while 100% of the advertisements sizing half a page are found in health magazines. A possible explanation is that on advertisements of half a page, generally the advertisement is more focused on text and describing the product. The most logical and obvious explanation for this is that, first; an older target means they will want more information. And second, the magazine being focused on health, it is logical they give more details about a given product, especially since its claims are to be better for health. Then, it is also logical that another of our main findings was that advertisements tend to have more text in health magazines compared to fashion ones.

A difference was also seen in the colors used, even though in both categories, white was the most used color, as it reflects purity and cleanliness. After white, the predominant colors in fashion magazines were yellow, red or orange. This is again a logic result. Yellow, red and orange are dynamic colors, cheerful, therefore probably more appealing to young audience. In health/well being magazines, other predominant colors were green, pink and purple. Pink and purple are cool and gentle colors, which reassure; green is also directly linked to nature, to emphasize the organic side in the health magazine, because it is likely that customers of health magazines will care more about the organic part.
Annexe

Annexe 1 – Data for fashion magazines

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