ANÁLISIS COMPARATIVO DE LAS ESTRATEGIAS PUBLICITARIAS UTILIZADAS POR LAS MARCAS DE COSMÉTICOS PARA DIRIGIRSE A DOS GENERACIONES DE CONSUMIDORES: BABY BOOMERS Y GENERACIÓN Z

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Firstly I would like to thank my director, Carmen Lerma who always made herself available, who calmed my worries in regard to the investigation and always lend a helping hand when needed. She never thought twice to clear up any misunderstandings or questions, always kept me motivated to continue the investigation.

Additionally I would like to thank my parents, who sacrificed weekends, car trips to various store locations and to interviews. Who were always intrigued on how the project was advancing and offering their help in any way they could as well as advice.

Lastly I would like to thank the individuals who took the time out of their day and allowed me to interview them for this project.

This investigation is dedicated to all these individuals mentioned above, thank you.
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GLOSSARY

ADVERTORIAL, TV: short video 1 to 3 minutes where the product is displayed informatively

ADVERTORIAL, NEWSPAPER: presenting as a news format in which a product or brand is presented. It is mandatory to indicate that it is an ad, to avoid generating confusion.

BARTERING, TV: is the integration of the advertising message into the contents of the television program

BARTERING, RADIO: radio space of non-advertising content that is produced by an advertiser (paid and adapted by them) During the program only ads of the same brand appear.

CLASSIFIEDS, NEWSPAPER: the more traditional format, in which they are textual messages indicated concise information, they can include the logo of the brand.

COMMERCIAL GUIDE, RADIO: a reading of a commercial communication, it’s sent directly from the advertiser to the station so that it can be read verbatim, its purpose is commercial news.

CONTESTS, RADIO: micro programs where prizes are announced around the advertiser of the product.

FAKE COVER, NEWSPAPER: a printed fake cover covering the original newspaper cover but the logo of the newspaper is still present.

FLASH OR BURST, RADIO: a short phrase or slogan that usually lasts 5 to 10 seconds that refers to a wedge or a wider campaign.

INFOMERCIALS, TV: they tend to last between 15 and 30 minutes. They showcase and describe the product in detail. They tend to have one or more presenters talking about the product and showing positive testimonies from other consumers using the product. They usually show a phone number where the viewer can contact to buy the product.
INSERTS, NEWSPAPER: advertising insertion, generally a brochure or fold-out, that can be consulted independently. The advantage is that they stand out because of the format and color.

MAGAZINES: “a publication with a paper cover which is issued regularly, usually every week or every month, and which contains articles, stories, photographs and advertisements”¹ Magazines tend to cater to a more niche audiences, where there are magazines dedicated to certain topics for example the ‘Soho’ magazine is focused towards men because of the content they handle which is mainly about models and actresses, entertainment and lifestyle.

“The main male magazine of Colombia. Content for men with beautiful women, Colombian models and cute women”²

MICRO PROGRAM, RADIO: similar structure to any non-advertising radio format, it is integrated in a more natural manner. The same speaker of the program presents it in the form of narration or consultations.

MENTION, RADIO: commercial message made by the announcer or presenter of the program

MOBILE UNITS, RADIO: reordered or live micro programs that retransmit an event from the advertiser’s headquarters.

NEWSPAPER: an informative and traditional medium, in which its primary focus is informing the public on various topics such as political, sports, entertainment, international news, education, culture and advertising. The formats varies depending on whether it’s an odd or even page, the day of the week and the booklet (section)


OVERPRINT, TV: at the end of the program at the bottom of the screen appears the logo of the companies advertising or sponsoring the program.

ONLINE MEDIA: is focused on the digital era in which content can be transmitted instantaneously over the Internet that can include text, audio, video and graphics. The consumer has control over what they view entirely. Feedback and interactions are real time with the consumer or brand.

PRODUCT PLACEMENT, TV: consists of the appearance of a certain brand or product during the course of a film or television program that is previously agreed upon.

RADIO: a means of entertainment were the segmentation is based on the different radio programs that offer different music genres and information relevant to the target audience. The cost is accessible in comparison to other traditional media. In addition, it is more accessible and flexible in terms of allowing advertising changes.

SEARCH ENGINE OPTIMIZATION: refers to the methods used to generate traffic towards a specific website by increasing its search engine rank. Involves quality content, interlinking and relevant keywords to generate an organic result. The primary goal is positioning the brand.

SEARCH ENGINE MARKETING: through paid advertisements generate traction towards digital media such as sponsors, paid searches and display ads all to redirect the audience. The primary goal is positioning, search and visibility of the brand.

SOCIAL MEDIA: “forms of electronic communication (such as websites for social networking and micro blogging) through which users create online communities to share information, ideas, personal message and other content (such as videos)" some examples can be Facebook, Twitter, Linkedin, Youtube, Pinterest, Instagram etc. All various platforms that allow interacts with different types of users, each with there own type of demographic and clusters.

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SPOTS, TV: short video with a duration of 20 or 30 seconds that usually appear among the advertising blocks during the programs, it is the most striking format.

SELF-PROMOTION, TV: spots where they announce programs of the same stations to try to keep viewers on the channel and not lose audience.

SPONSORED PROGRAM, RADIO: a commercial firm funds a program.

TELEVISION: It’s one of the most complete media because of the incorporation of image, audio, movement and color. It impacts a large population since a gran percentage of people solely use television as their means of information or entertainment.

TELE-SHOP, TV: combines the sale and the advertisement in the same format. Giving information about the advantages and ways to utilize the product. Additionally they show data where the consumer can buy or find the product.
ABSTRACT

The general objective of this investigation was identifying the advertising strategies used by the cosmetic category to address two generations, baby boomers and generation z. To do so, there was three type of analyzes: point of purchase, in-depths interviews and advertisements that was done so by free and systematic observation and content analysis.

What was found in regards to the ‘dialogue’ or approach method on behalf of the cosmetic category was the following, in the baby boomer category the two main colors in their adverts and point or purchase material were black and gold, black is associated with power, strength, elegance, rebellion and sophistication while gold is associated with courage, wealth and wisdom. Taking into consideration that the products lines focused on this demographic are far more expensive than others, the primary and secondary packaging as well as the images used need to reflect that elegance, grace and youthfulness. The argumentative dialogue varies but relays more on logical – rational because they want to showcase the benefits, the either ‘unique’, ‘innovative’, ‘natural’, ‘revolutionary’ ingredients.

In the case of generation z, the main colors used are blue, white and pink mostly always over white background. White is synonyms of goodness, innocence, purity and cleanliness. Blue symbolizes loyalty, strength, wisdom and trust. Finally pink is associated with sweetness, playfulness, femininity and tenderness. The dialogue tends to focus on the future and what repercussions can be avoided as well as time efficiency.

What was found in common in regards to adverts, they primarily use the creative path of problem – solution. The problem is either sun exposure, lines of expression, wrinkles, lack of moisturizer and the solution is always the brand. There can be potential there in regards of advertising with different creative paths.

Brands have a general understand of each generation in regards to want and needs but there is still a missing step to achieve a bridge or relationship between consumer and brand. In the interviews the majority of those interviewed either didn’t view advertisements of the brands they used, didn’t trust or care for advertising or didn’t find it necessary.
Keywords: Advertising strategies, Cosmetic Category, Generations of consumer, Baby Boomers, Generation Z, Advertising language
INTRODUCTION

The present work deals primarily with the advertising languages, which are all the variables in terms of image, text, the construction of the piece, sound and the persuasion that is used to capture the attention of a certain segment. In this case there are two specific generations, Baby boomers and Generation z. Therefore the investigative route started from the era of consumption, to show the transformations of the individual and how that has impacted society, what are consumers look for when they are buying.

Within that aspect, advertising plays an important role, which is used to encourage that consumption that is being generated today. Because of the system of consumption that has been generated throughout history, taking different meanings whether it be of economic stability or the happiness it creates. Consumers will always be in search of a complete satisfaction that they will never find because companies always seek a repurchase therefore the objects of consumption can only satisfy temporarily or incompletely.

Returning to generations, there are five segments that are: The Silent generation, the Baby boomers, Generation x, Millennials and Generation z, which is the current generation that has been born between the years of 1995 and 2002. Each generation is defined by an age range, which allows to understand the individuals from a historical, social and cultural standpoint. They each have their own characteristics, expectations, lifestyles and behaviors and with that information it’s easier to create a valid and direct connection with a generation.

At the beginning of the investigation in the exploratory stage, there were certain interpretations of how these two segments were, considering they developed in different stages in society, the country and globally.

Baby boomers are individuals born between 1946 and 1964, they developed in a conservative society, in which the man worked and the woman stayed at home, as a housewife. From a social standpoint, there was a lot of violence within the country, Colombia, which generated a lot of uncertainty from various aspects, such as family and financial security.

On the contrary, in Generation z they are individuals born between 1995 and 2002, in a purely technological area. A group of them are in the adolescent stage while the others are beginning their “adult” life.
In this investigation the focus relayed solely on how the cosmetic category communicated with these two distinctive generations, looking for what they have in common or different on a structural level of the advertising language. Variables such as the type of images used, tone of communication, creative paths used, the models or brand ambassadors, packaging, media used and lastly the values they appeal to attract these consumers.
1. PRESENTATION OF THE INVESTIGATIVE GROUP

The research group named GIMPU generates knowledge in the fields of advertising and marketing. They wish that through this knowledge there is a contribution regarding solutions of problems in a local, regional and national context from a multidisciplinary perspective. The group is constituted by professionals (teachers – researchers) of Marketing, Business Administration, Psychology, Statistics, Social communication and Economics.

The principal objective is to build epistemological foundations to the two fields mentioned above under an interdisciplinary perspective of social and cultural impact, promoting the creation of knowledge from different areas.
2. PROBLEM STATEMENT

During the course of the investigation there was an inquiry about the changes in the consumer, for example how this development has been in terms of evolution, seen from a postmodern society in which it revolves around global trends. Generating new systems of ideology and a systematic process of personalization where there is an increase and diversification of the offer. There is individual freedom, which generated changes in various areas such as family (free of children), communication, increased free time, religion (fluid spirituality) and activities involving an artistic aspect.

In the 50s advertising was solely centered on the characteristics of the product, essentially informing the public of the existence of a product or service. This began to change with the development of new media such as television and radio, which helped transform advertising. The emergence of new creative ideas such as advertising spots, sponsors in television programs and the aesthetic and communicative improvement to the consumer. Generated a freedom to create creative messages from a visual and auditory standpoint. The messages sent to the general public were changing from an informative aspect to a persuasive one.

The technological aspect appears with the Internet, smartphones, social network and the laptop. It facilitated an instant, direct and interactive approach. The feedback is more ample, the consumer can freely speak about the experiences with the brand, the employees, the product and the service. The consumer became more aware of how they want a brand to function and present itself, how a company has to behave and express itself. It generated a change in communication.

This can be seen in brands that have made ads around humanitarian causes, for example Burger King made a commercial focused on bullying. An important cause in society regarding the influx of children and teens impacted. In the commercial they carry out an experiment in which they place a group of boys of similar ages, all which are actors and begin to taunt and push on particular boy. They showcase the reactions of the clients witnessing this debacle, most did not do anything and simply ignored it since it wasn’t directly affecting them. They later show the same clients when they receive their hamburger, which was practically destroyed. When the client speaks to an employee or manager, they are treated the same way the boy who was being bullied was treated. In the commercial they announce that only 12% of clients actually helped the boy, the last frame appears with “Help stop bullying at nobully.org”

The ad went viral as it shows a subject that impacts a large segment of the population that can resonate with what had occurred. It shows the empathetic aspect of
humanity and places in question what would the viewer at home do in that scenario. ‘No Bully” CEO Nicholas Carlisle spoke about the coBurger King partnership in Adweek “Our partnership with Burger King is an example of how brands can generate positive awareness of important issues, you have to start somewhere, and they chose to start from in”

They do not always manage to hit the right note which can be seen in the case of Pepsi, where they inadvertently ridiculed and belittled a large political movement surrounding police violence and racism in the United States, using it as a pretext to sell their soda.

From a theoretical point of view, the concept of ‘consumers of generations’ arise from a marketing called ‘generational marketing’ which is used to know the characteristics, expectations, lifestyle and specific behaviors of each generation and thus create strategies that achieve a direct connection with a certain group.

The generations are: Silent generation, Baby Boomers, Generation X, Millennials and Generation Z. Each group is delimited by a certain age, which allows context in regards to social, economical, political or psychological factors that differentiates each of them.

Another term used by the author, Marc Prensky to designate the separation of generations is using two categories: Native and digital immigrants. Native would be the current generation of young individuals who developed with technology. While previous generations would be the ones who adopted technology into their lives. Prensky talks about a digital and generational gap. The differences he brings up is that the natives want to receive their information in an agile and immediate way, they are interested in multitasking and parallel processes. While immigrants are governed by a more traditional teaching, they don’t particularly like adapting and exploring other forms.

From an empirical standpoint, focused on two generations, Baby Boomers and Generation Z. There has been an increase regarding the inclusion of older women in advertising. One brand that is using this inclusion would be Gucci (image 1), for their British collection of 2017 they used Vanessa Redgrave (79 years old) an actress who has appeared in seventy films and has won an Oscar, Tony, Bafta, Golden Globe and SAG award.

Another example would be the brand, Saint Laurent in which they used the singer Joni Mitchell in 2015, for their yearly campaign focused on music project. They had
previously used Marianne Faithfull, Courtney Love and Marilyn Manson. Joni Mitchell was seventy one years old when the campaign was held.

As for Generation Z, they are individuals that, as had been suggested, developed in a digital era. Equality and human rights are strong pillars in their being, therefore they consider brands should consider those pillars as important as well. Because of that humanitarian interest at such a young age, they want to see more diversity and representation, they want ‘real’ people in advertisements.

Additionally the concept of consumption was inquired based on two books, the first was “Vida de consumo” by Zygmunt Bauman. The book covers the different points in history like the Paleolithic revolution, which marks the end of collection as a means of subsistence which opened to the storage era and than lead to the consumerist revolution.

During the course of the book it explains the different stages of society and how the purpose of consumerism evolved, for example in the society of producers they looked for a consumerism that brought stability and security. The consumption took different roles be it comfort, safety or happiness, the way of consuming was also modified. Initially it was collecting, storing and it changed to elimination and replacement. The author considered that consumption permeates throughout history and society. Promoting the formation of the individual and their social integration.

The second book that was used was “La Era del Vacío” by Gilles Lipovestky establishes the changes in the different perspectives of society, whether it be cultural, artistic or human. It covers how the individual has evolved, personal began to generate greater importance. According to the author, this created an environment indifferent to the future in which manipulation and hostility prevail. Public and private relations become based on seduction and intimidation. As for the modernist cultural, the being wants to escape the taboos, free the imagination and resurge the passion for the existence and creation. The pleasure and stimulation of the senses becomes the dominant values of life. There is a change of desires and needs.

Both texts revealed that today there is a constant creation of wishes and needs being directed to consumers, to generate a recurring purchase. According to both authors, these consumers will feel an incomplete satisfaction.

Returning to the purpose of the investigation, we wish to investigate these differential aspects in terms of communication, the approach in regards to traditional and digital media, the advertising language used, the dialogue, rhetoric, persuasion, text,
layout, packaging and the brand ambassadors used to address these two generations.
3. FORMULATION OF THE PROBLEM QUESTION

What are the differences in the advertising strategies used in the cosmetic category in regards to two generations, baby boomers and generation z?

3.1 SYSTEMATIZATION OF THE PROBLEM QUESTION – SUBPROBLEMS

In the cosmetic category, what benefits are being offered to baby boomers and generation z?

What media is more often used for one generation than the other?

What type of advertising language is used?

What values are appealed to?

What are the characteristics of the brand ambassadors that are used to communicate to each generation?

What type of advertising format is used?
- **State Of The Art**

### Table 1. State of art, Investigations that support the research Project.

<table>
<thead>
<tr>
<th>Date, source, author, country</th>
<th>Subject and area of knowledge</th>
<th>Problem Question - objectives</th>
<th>Methodological design</th>
<th>Results</th>
</tr>
</thead>
</table>
| 2015, Journal of Marketing Theory & Practice, Beauchamp Michelle Bednarz y Barnes Donald C. “Delighting Baby Boomers and Millennials: factors that matter most” | The factors that influence the Baby Boomers and Millennials according to the ‘delight producing factor’ | Are the factors they produce different for Baby Boomers than for Millennials? Does the gender have an impact on this relationship? | Research with a descriptive nature, focused on identifying certain characteristics as well as an applied research since they inquire about possible factors. There is also an approach to existing theories. Methods: Theoretical based on online and face-to-face surveys. Using certain examples and situations that could occur in marketing. Population: 277 participants, 55% (18-25 years) 44% (50+) | Variables in terms of customer delight values: Baby Boomers (female) compared to Millennials:  
- Caring (19.25% vs 12.9%)  
- Employee skill (14.1% vs 8.3)  
- Recovery service (12.6% vs 4.1%)  
The important factors are that they listen to their needs and concerns, they be understanding and give individual attention.  
Millennials (Female) compared to Baby Boomers:  
- Friendliness (21.8% vs 11.15%)  
- Care/help (17.6% vs 8.1%)  
- Time issues (11.4% vs 8.9%)  
The important factors are to be kind, smiling, cheerful, committed to the consumer, attentive and give a prompt delivery of service. Between both groups what changes is the type of emotion. |
<table>
<thead>
<tr>
<th>2015. Journal Business Research. Amatulli, Cesare, Guid Gianluigi y Nataraajan Rajan. Italia “Luxury purchasing among older consumers: exploring inferences about cognitive age, status and style motivation”</th>
<th>Senior consumers, reasons for status, purchase intention and luxury consumption</th>
<th>Objective: Explore the cognitive age of consumers, based on two reasons: external luxury (status, social positioning) or internal luxury (personal style). Explore how, based on this approach to luxury, the intentions of those consumers are influenced by contextual factors (physical and social context, category of product or brand).</th>
<th>Six focus group, with mixed ages from 65 years and older. An informal observation, interviews and follow-up questionnaires. Population: 424 participants 53% female Age 69 (73.7%) Age 70 -74 (20.02%) Age 75+ (6.1%)</th>
<th>220: consumers of ‘external luxury’ have a lower cognitive age, they feel younger than they are when buying luxurious items to show status. They are influenced by the circumstances associated with the particular brand. 204: consumers of ‘internal luxury’ buy for individual style</th>
</tr>
</thead>
<tbody>
<tr>
<td>November 2015, Nielsen group “Estilos de vida generacionales”</td>
<td>Generational lifestyles</td>
<td>How much influence does our age have on how we think, where and what we eat or how we save and spend?</td>
<td>30,000 participants, online enquiries, 60 countries. Five stages of life: 1. Generation z (15-21 years old) 2. Millennials (21-34 years old) 3. Generation X (34-49 years old) 4. Baby boomers (50-64 years old)</td>
<td>There are certain traditional values (getting married, having children and buying a house) that are relevant in younger populations but it is not a priority. Older consumers prefer traditional sources such as print media and radio. Television permeates as the favorite activity in all generations, reading is also important in younger generations. In Millennials there is no loyalty as previously there was to work. The more years the participants had, the priorities changed towards health.</td>
</tr>
</tbody>
</table>
Table 1. Continuation

| 2011, Youth studio number 88, Spain, Angeles Rubio Gill | ICT, Youth, Changes in the structure because of the internet are behavioral or of relationship | What has been the integration of the internet in the youth, what has been affected societal and on a personal scale? | Provinces of Madrid and Granada. Descriptive and transversal research supported by several authors, making a comparison between youth, adolescence and today's society. An ethno methodological investigation due to the fact that the interactions, spaces and situations’ on the internet are collected within a daily context. | The integration of the internet in juvenile life is beyond the recreational functions to be of socialization and promotion of employment. The youth affects society in terms of lifestyles, reference groups that match the values of that juvenile group. They are the engine of the valuation system. It’s not only a medium of communication but also a social, international, individual, functional relationship that affects the sexes, generations and cultures. |

| 2016, Mónica Eugenia Peñalosa, Diana María López, Colombia “La generación de los Millennials frente al consumo socialmente responsable” | Socially responsible consumption, Millennials and their attitudes towards this concept. | In the research they want to identify in the city of Bogotá the knowledge and attitude that Millennials have regarding the subject and the communication of socially responsible consumption practices. | Qualitative exploratory research, with a focus group of ten people, men and women between the ages of 18 and 25, typical middle class in the city of Bogotá | There is a favorable attitude towards socially responsible consumption but there is a lack of knowledge because of lack of information. They relate the socially responsible consumption with environmental care, use and disposal of products and environmental awareness. |
### Table 1. Continuation

| 2015, Colombia, IBFR (the institute for business and finance research), Carmen Elisa Lerma y Yuly Pauline Paredes | Consumption and symbolic objects, identity and generations of consumers | Objective: to understand through a historical analysis how the symbolic objects of consumption identify generations of consumers. How symbolic objects contribute to the construction of personal identity and the different generations of consumption in the city of Cali. | Qualitative approach, exploratory research that late became an explanatory investigation. In-depth interview and observation. Non-probabilistic sampling. 17 participants, female and male born from 1946 to 2005, of socioeconomic level 4 and 5 | The generation of baby boomers the symbolic objects are related to the accumulation of goods which meant a progress of their family, to show their status and their economic progress. The objects integrated with the identity contributed significance in this generation in terms of their family role and social identity. Generation X, the appliance category is mixed with technology to strengthen individuality. The identity is not simply at a familiar level but also in an individual one. For consumers Y and Z, symbolic consumption is linked to the creation and communication of their image and identity. |
| October 2016, In feminist debate, Emilia Recendez Guerrero “Advertising and female stereotypes: the Zacatecana (1917-1931)” | Advertising, stereotypes, feminism and press. | How was the influence of the press and publicity in the concept that the public had of women and what strategies were used to make these ideals known? Analyze the influence of the press and publicity in the formation of the feminine stereotypes | The type of research would be semi-experimental since it doesn’t generate the situation but rather studies the situation already presented of a transversal type. Analyzing press advertisements between 1917 and 1931. Content analysis since it extracts | Several transformations were made in terms of habits of life, traditions, customs etc. The press played an important role in these changes in terms of advertising, it had a side effect in which it became a promoter, builder and reproducer of these feminine and masculine stereotypes. The advertising directed towards these women in terms of cosmetics products, perpetuated the idea that for |
in the Zacatecanas, in the first decades of the 20th century.

Identify changes and strategies used by publishers and publicists to introduce society into a new culture, whose signs would be fashion, consumerism, comfort, and psychical beauty among other things.

studies about women and gender. It is extracted information from five newspapers: Revolución Social, El Heraldo, Opinión, Orientación and el Monitor Fresnilense.

Image analysis, extracted advertising images to conceive the pattern of ideas about women (female models or stereotypes).

| June 2017, Estudios sobre culturas contemporáneas vol 23. México. Ania Chávez y María Estela Ortega “Transformaciones histórico – económico e identificación de rasgos culturales en una sociedad de consumo: Monterrey y su área metropolitana” | Consumption, consumers, culture, economy, consumer society and cultural features. | What cultural features of the historical-economic context play a role in the orientation of consumption today? Analyze the dynamics of some psychosocial factors in the orientation of the consumption of goods, in the socio-cultural context of a group. | The historical-economic context of the northeastern region of Mexico (Nuevo León) was analyzed. The type of investigation would be bibliographic research because of the support from various historical books about consumption, the Mexican state, industrialization and migration. It is of an interdisciplinary nature because research is viewed from various | Within the capitalistic society there are certain elements that remained static were the family, the company and faith, which established the central nucleus within the symbolic cultural features. Otherwise, certain values and ways of thinking have evolved. The value of work has been transformed into competitiveness, the value of savings in symbolic consumption, the generation of wealth through savings and an identity formed from image, status and symbolic consumption. These changes have helped a reinterpretation of reality and its position before it. |
Table 1. Continuation

<table>
<thead>
<tr>
<th>Year</th>
<th>Values and advertising on the internet</th>
<th>Confirm the existence of values within advertisements on websites that are visited by adolescents, in order to quantify their presence in a type of value.</th>
<th>Content analysis of 34 advertising campaigns, 10 of the entertainment sector, 11 of transport and the rest from the sector of food, cars, beauty, hygiene, finances, clothes and shoes.</th>
<th>The most frequent values are linked to transgression, adventure, competitiveness and power. The values used are determined by the target regardless of the industry or category of the product. For example, if it is for a young group, values such as rebellion, breaking the limits, freedom, taking risks or enjoying free time (values of transgression and pragmatics) are used.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>Belinda de frutos torres, María Sánchez y Tamara Vázquez “Análisis empírico de los valores en la publicidad interactiva transmitida al publico adolescente”</td>
<td>Values and advertising on the internet</td>
<td>Content analysis of 34 advertising campaigns, 10 of the entertainment sector, 11 of transport and the rest from the sector of food, cars, beauty, hygiene, finances, clothes and shoes.</td>
<td>The most frequent values are linked to transgression, adventure, competitiveness and power. The values used are determined by the target regardless of the industry or category of the product. For example, if it is for a young group, values such as rebellion, breaking the limits, freedom, taking risks or enjoying free time (values of transgression and pragmatics) are used.</td>
</tr>
<tr>
<td>Year</td>
<td>Authors</td>
<td>Title</td>
<td>Methodology</td>
<td>Results</td>
</tr>
<tr>
<td>------</td>
<td>---------</td>
<td>-------</td>
<td>-------------</td>
<td>---------</td>
</tr>
<tr>
<td>2014</td>
<td>Universitas Psychologica, Andrea Velandia-morales, Juan Carlos Rincón</td>
<td>“Estereotipos y roles de género utilizados en la publicidad transmitida a través de la televisión”</td>
<td>Identify the presence of a central figure in a commercial, its gender and the role played in addition to the degree of sexism. Identify the representations and stereotypes of gender used in television commercials and the possible relationship between the both.</td>
<td>80 commercials, 33% food, 28% personal care, 14% health and 10% household products. Degrees of sexism: Level 1: seductive figures, decorative or sexual object. Level 2: use of figures of autonomy, dependence or the presence of prescribed roles (housewives or resources providers). Level 3: Authority figures where traditional roles prevail. Level 4 and 5: Presence of roles and equitable representations not prescribed. It is classified a descriptive research since it identified characteristics of the phenomenon from both genders and the variables (the role played, central figure and the level of sexism). It is also cross-sectional since in general terms, in regards to the central character, it was proportional between genders (44% females and 40% male). Female representations 62% are in private areas (home) they are associated with dependency roles. The stereotype of housewife. As for the level of sexism of the 80 commercials, 57 presented some level of sexism. 48% presented a high level of sexism (sexual objects), 3% a moderate sexism (traditional roles) and 21% with a low level of sexism, which consists of non-prescribed gender roles.</td>
</tr>
</tbody>
</table>
In regards to the displayed table, the studies focused on the different generational consumers generate inquiries in regards to the relationship between them, the similarities or differences and if gender plays a role in those factors.

Additionally it boards the reason of purchase, be it a representation of status or individual style. The values involved publicly when the target is young or adult, is it altruistic or transgressive. The concept of women within advertising has been transformed through media such as the press and television, creating or promoting stereotypes and roles, such as sexual objects or submissive wives.

This research proposes to focus on the category of cosmetics, specifically facial care. To recognize the benefits and values they offer to two generations, Baby Boomers and Generation Z and how they communicate to each group.
4. JUSTIFICATION

The choice of this research topic arose from the curiosity of the changes that have occurred both in society and in the consumer itself and how these changes affect companies in their way of communicating to their target audience. The interest arose to know how the evolutionary change in regards to consumption, where now it has become more personalized, the consumer is informative, demanding and participatory in certain values such as environmental, social and cultural problems.

A question presented itself on how it was possible to address with a single message a target audience that continues to grow more diverse and segmented. Taking into account the variables that emerged, as well as the aspect of generations and the perception they have in regards to advertising and consumption. The purpose of this research is to identify the factors in terms of advertising strategies, the tone of message, the layout, key words, packaging, brand ambassadors and images they use to address these two generations.
5. OBJECTIVE

5.1 GENERAL OBJECTIVE

Identify the differences in advertising strategies in the cosmetic category used to address baby boomers and generation z.

5.2 SPECIFIC OBJECTIVES

Explore the perception and beauty rituals of the two generations

Discover what benefits this category is offering to baby boomers and generation z.

Determine what type of advertising language is used by the cosmetic category to address these two generations of consumers.

Identify which media is the most used to approach baby boomers and generation z within that category.

Establish which values appeal the cosmetic category to these two generations.
6. REFERENCE FRAME

6.1 THEORETICAL FRAMEWORK

6.1.1 Consumer behavior

According to Charles Gleen Walters, consumer behavior can be defined as follows, “The process whereby individuals decide whether, what, when, where, how, and from whom to purchase goods and services.”

From a different standpoint Schiffman and Kanuk, believe that it’s the behavior consumers present when searching, purchasing, using, evaluating and disposing of products, services or ideas. They focus primarily on the decisions the individuals make and regards to their sources such as time, money and effort.

They encounter two types of consumes, personal and organizational consumers. Personal consumers purchase products or services for themselves or their household or as a gift. Organizational consumers purchase to run an organization be it non-profitable, governmental or institutional.

Consumer behavior helps understand how the consumer thinks, feels, reasons and selects different alternative such as brands or products. As well as the influence of the environment be it culture, family or media.

Moving on to another author, Dr Khaled Ibn Abdul – Rahman to understand consumer behavior it’s necessary to understand the psychological, social and economic aspect of a consumer to be able to comprehend what suitable marketing

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strategies would be most effective, it sets to aim to satisfy the needs and wants but also discover dormant ones.

This goes alongside with what Sangeeta Sahney\(^6\) considers, consumer behavior explains the reason and logic the consumer undergoes in purchasing decisions and consumption patterns.

### 6.1.1.1 Stages of the purchasing process

The basic steps in which a consumer takes to acquire a product or service. First is identifying the reason of purchase or from a marketing standpoint it’s ‘creating a problem’ in which the consumer feels identified with the content advertised. What follows is the search process after the consumer becomes aware of the “problem” they’re trying to find a solution.

After the research process they’ll have found various different solutions (brands or products) to choose from. From these different choices, there will be a comparative by the consumer so they can be certain of the decision they’ll be making, variables such as price and payment options etc.

When a decision is finally made and the consumer purchases a product or service the process has not ended entirely because the consumer needs to decide if they’ve been satisfied with the decision.

### 6.1.1.2 Segmentation

The definition of segmentation is dividing potential consumers or groups based on certain characteristics. It is especially important in today’s heterogeneous population, which each time becomes more divided. Segmentation allows certain products or brands to be tailored towards the needs, desires, uses and paying abilities within its consumers.

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Additionally it allows an easier approach in advertising campaigns towards a certain demographic than if they were trying to target individuals. It becomes more efficient in regards to saving time, money and resources.

Segmentation has certain variables such as demographic, psychographic, behavioral, geographic, lifestyles and values. Which will be explained in continuation,

According to Gillian Martin\(^7\) segmentation involves four variables: geographical, demographical, behavioral and psychographic. In today’s market consumers a far more fragmented and their diversity is growing quickly because of that she considers that there isn’t an explicit way to segment a market but by utilizing the variables mentioned above it becomes feasible.

\* Demographic segmentation

Is defined as a variable in segmentation used to divide a large group into specific groups, according to age, race, religion, gender, family size, ethnicity, income and education. Kotler is in accordance with these variables as well as occupation, education, generation and nationality\(^8\)

Age: Each of its own variable helps understand an individual for example when age is taken into consideration it can explain why a consumer is purchasing a certain item, what is the want behind it.

Gender: In regards to gender, there are various products that are gendered focus such as deodorant, cars, clothing, accessories and footwear. There is an idea that preferences change in regards to gender.

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Income: If an individual has large revenue they might be far more interested in luxurious brands and products whereas an individual with a more subdued income will have different wants and reasons to purchase certain items.

Religion and race: When an ad is going to go global there are certain aspects that need to be taken in consideration depending on the population in which the focus is going to be on. Cultural and religious customs must be respected and will be more likely adapted by the population in question.

Education: Knowing what education your target audience has enables what type of message is going to be sent. For example if the group that has only a primary education is going to be the target audience, the message needs to be simple and concise.

Psychographic Segmentation

Embarks the psychological aspects of the consumer, the buying behavior in which they participate. Other variables include the consumer’s lifestyle, social class, activities, interests and opinions. According Jim Mintz the bases of psychographic segmentation is based on psychology and lifestyles habits of customers\(^9\).

Lifestyle: Refers to in what standpoint in life is the consumer starting, for example going to school, college or work each have different clothing habits. As well as where we were raised which ingrains a cultural difference between individuals, each with their own cultural value.

Activities, interests and opinions: In reference to what hobbies they participate in their free time, how many they participate in. Do they prefer to be outside or inside on their time off, a more body oriented hobby or more geared towards the brain. These activities help determine the traveling and working habits an individual can have.

In regards to interests, is what is the individual interested in be it food, technology, cinema, products, fashion, sports, literary genre etc. These types of interest help mold what ideal message should be transmitted to a certain individual.

Opinions are taken in consideration in regards to how the potential consumer views a certain brand or product and how they can improve their image depending on the feedback received.

Social class: Depends on the income the individual receives, the buying power they hold and their spending habits. For example what type of brands an individual can consume, luxurious or standard. Also how often they consume certain products. Tends to be categorized as lower, middle and upper class.

Personality: Incorporates both variables mentioned above. Brands target audiences that have similar personalities to their own brand, for example Harley Davidson is free spirited, minimalist, open road lifestyle because of that they target similar individuals.

**Behavioral**

Focuses on the buying habits of the consumer, the frequency in which they purchase items, brand loyalty and benefits searched for. These variables are focused on the needs and wants of the consumer primarily. Behavioral segmentation helps group individuals by their wants and needs and present products that are of their interest.

In principals of marketing a global perspective, behavioral segmentation takes into consideration the occasion in which a product is purchased, the benefits sought and the loyalty towards the brand or service.¹⁰

**Geographic**

Individuals are divided based on regions in which they’re located. This segmentation has certain parameters such as, countries, states, cities, villages, urban/rural areas, climatic conditions and density of population. Based on the geographical location,

the needs and wants of individuals change. Certain products have far more importance in one area than another. For example beachwear sells more in areas with very hot weather or areas close to the beach. Sweaters, jackets are sold in areas were the weather gets colder.

6.1.2 Generations of consumption

In the research conducted by Carmen Elisa Lerma and Yuly Pauline Paredes, they analyzed how symbolic objects of consumption identify certain generations and how this contributes to the construction of a generational identity. They conducted in-depth interviews with people who were born from 1946 to 2005 of socioeconomic level of 4 and 5 in Colombia, Cali.

In postmodern society, consumption is used as a differentiator and acts as a marker of gender and social status. Generating a feeling of relevance to a determining group. Symbolic objects contribute to the construction of that identity in different generations.

They consider that consumption should be studied as a system of signs gifted with social meaning regardless of what the object is. The meaning is given by advertising. This is why when they are building the ‘ideal self’ from certain brands, they produce happiness and a linked identity. They explain that there is no identity as a unit but multiple mobile identities by the emergence of an online presence.

The numbers of identities depend on the different roles they take in certain social situations, in each situation they use different types of products to represent themselves. The products are used as a representation of how they want to be perceived by people and therefore how they perceive others.

6.1.2.1. Concept of generations

The concept of generations according to Karl Manhemin (1928) and Wilhelm Dilthey (1865) is as followed,
“Fundamental to the understanding of history, a useful method to study the culture of an era, highlighting the growth in common and the influence of collective experiences of each generation group” 11

According to the Spanish royal academy, generation defines itself as ‘a group of people who, having been born in similar dates and received similar cultural and social influences, adopt a somewhat common attitude in the field of thought or creation” 12

6.1.2.2 Generations

In a study made by Nielsen in 2015 called “Generation lifestyles” a total of 30’000 online surveys were made to different participants on a global scale (60 countries in total) in order to understand the different variables that play in terms of the sentiment of consumption according to the different stages of life.

They classified people into different generations according to age, as follows:

Generation z: Individuals who would be 15 to 21 years old.

Millennials: 21 to 34 years old.

Generation x: 35 to 49 years old.

Baby boomers: 50 to 54 years old.

Silent generation: 65 years old and older.

In this study they expanded on several variables orientated to life, food, leisure, work and savings. The generations are evolving according to society, the emergence of


expansion of technology, the cultural development and the most impactful events on a global scale.

For example in the case of the Silent generation, they were marked by the different wars such as the Great Depression, Nazism and World War II. The Silent generation grew in difficult economic times and this is evident in they way they consume, in a more careful manner in terms of spending and buying compared to younger generations.

The generations are linked to certain historical events as mentioned above. For example, younger generations in this case, Generation z and Millennials were developed with technology and the internet. Both considered revolutionary that generates instant contact with various parts of the world. It’s plausible to say that generations are molded through different aspects.

In the study the results were as followed,

Traditional values, which are considered marriage, having children and buying a house are not a priority for generations like Generation z and Millennials but they are relevant. 52% of Generation Z and 54% of Millennials want to live in large cities and one quarter of them consider the suburbs as an ideal place to live. As for a house purchase it would be 21% and 22% and the aspects of getting married a 19% and 17%

As for the future aspirations among the respondents, Nielsen establish three main ones: making money, having a satisfactory career and being healthy. According to the different generations there were ranges of importance (figure 1)

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Figure 1. Percentage in terms of the three variables to life, Generation Lifestyles study realized by Nielsen.

<table>
<thead>
<tr>
<th>Generations</th>
<th>Make money</th>
<th>Satisfactory career</th>
<th>Healthy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Z</td>
<td>37%</td>
<td>31%</td>
<td>29%</td>
</tr>
<tr>
<td>Millennial</td>
<td>36%</td>
<td>28%</td>
<td>39%</td>
</tr>
<tr>
<td>X</td>
<td>32%</td>
<td>19%</td>
<td>51%</td>
</tr>
<tr>
<td>Baby boomers</td>
<td>21%</td>
<td>11%</td>
<td>60%</td>
</tr>
<tr>
<td>Silent</td>
<td>10%</td>
<td>3%</td>
<td>71%</td>
</tr>
</tbody>
</table>


There was an increase in the desire to be fit and healthy and decrease in the importance of making money, priorities change according to how time is perceived.

As to how these different generations receive their information related to the news, television is still predominant throughout the generations. 53% receive their information from television, 38% through sites with search engines and 33% from social media sites.

Returning to television (figure 2), there is a greater use and confidence from the older generations. While in the younger generations they rely more on digital resources (figure 3)
Figure 2. Percentage in terms of who considers televisión to be their preferred source of news, Generational lifestyle realized by Nielsen.

| % of individuals who consider television to be their preferred source of news |
|---------------------------|-----------------|
| Generation Z              | 45%             |
| Millennial                | 48%             |
| Generation X              | 53%             |
| Baby boomers              | 65%             |
| Silent Generation         | 70%             |


Figure 3. Percentage in terms of who considers search engine sites to be their preferred source of news, Generational lifestyle realized by Nielsen.

| % of individuals who consider search engine sites to be their preferred source of news. |
|----------------------------------------|-----------------|
| Generation Z                           | 34%             |
| Millennial                             | 42%             |
| Generation x                           | 38%             |
| Baby boomers                           | 32%             |
| Silent Generation                      | 25%             |

These surveys highlight certain important and differential aspects in the different stages of life. There are certain similarities between them, for example, due to the rise of technology, it has penetrated several generations. The difference is how they use it and how much they use it.

6.1.2.3 Generation Z

Speaking specifically about the most current generation, in this case Generation K, named in the article by Sara Rivero. She considers Generation K to be a group of people who were born between 1995 and 2002. She mentions that there are three particularities that impacted this generation: new technologies, economic crisis and terrorism.

It is a generation that, due to technological advances, instantly receives information from various places. There is the ability to unify a global aspect into a more personal or closer one. It also reduces the barriers previously experienced by other generations regarding the collection of information.

This generation can feel more overwhelming sensations, for being conscious in regards to the diverse social, economic and environmental issues that are affecting the world. They have the problem that although they are so thoughtful and active in social media, about how they should improve or take certain actions. Their age group is between 15 and 22 years of age, their opinions are considered valid before the eyes of others because they haven’t really been “exposed” to “real life”.

Generation Z is submerged between chaos and solidarity. It is the first generation to grow with smartphones, which means a daily use of different social networks and platforms. Because of this they are constantly being bombarded with advertising, which makes it difficult to impact or generate a brand recall.

As for consumption habits, these individuals are looking for more and more services that have all the necessary and updated information as well as good customer service with a differential touch. When they find the service that meets all the requirements, it creates a lasting fidelity, when there is no satisfaction they are the first to criticize.

Currently many brands have tried to approach this generation using political references to demonstrate that conscious personality but in some cases they don’t
achieve this intent. Instead of remaining in the mind of the consumer in a positive light they remain as disrespectful and false.

For example Pepsi made a commercial with Kendall Jenner in which they cover the current problems in the United States with the various protest that are taking place. The first instance of the video, various people of different ethnicities, religion and professions appear marching for peace. The chromatic range of the costumes and colors used in the banner always good in hand with the brands colors (blue).

Kendall Jenner appears to be in a photo shoot while the protest is taking place on the street, there are shots where the can of Pepsi is clearly displayed.

The background song talks about this generation and how they identify with it “We are the movement, this generation. You better know who we are, who we are” The song is by Skip Marley, which the singer says conveys a message of unification. In an interview in the magazine, BAZAAR he talks about how he thought that Pepsi's ad went hand in hand with had he wanted his song to mean, he considers that this generation is the future of the world, a new generation with a new beginning.

Towards the final shot, they show Kendall Jenner choosing to get involved in the protest, seeing herself inspired by others. As she heads towards the protest, she picks up a Pepsi can as she continues to walk between the protesters. She finds herself in front of a human barrier made by policemen, when she hands over the drink the policeman immediately smiles at his companions and his demeanor changes as everyone begins to celebrate.

There were various negative reactions to this commercial especially on Twitter due to the fact that brand used protects where civilians had been injured or killed especially since the protests arose because of racism and police violence most noticeably in cities such as Ferguson, Baltimore and Missouri. According to several users the brand used these serious events and ridiculed them just to sell a sugary drink.

A specific slow motion shot that was linked with an image (image 1) that went viral online in which Ieshia Evans, a black woman is standing in front of heavily armored riot police during the protest “Black Lives Matter” after the fatal shooting of Alton Sterling by the police in 2016.

Source:


Coincidentally the day the commercial went life, April 4th coincided with the assassination of Martin Luther King Jr, who was the leader of the civil rights movement. Martin Luther King’s daughter posted on Twitter “If dad had known about the power of #Pepsi" accompanied with an image of her father (image 2) being pushed by police.
Image 2. Twitter image posted by Martin Luther King’s daughter to mock Pepsi.


The brand tried to defend itself by saying the commercial “reflects people from different walks of life who come together in a spirit of harmony” but nonetheless they continued to receive backlash. This is a clear example of how a badly targeted advertisement towards a conscious generation can be fatal towards the brand. The brand was also ridiculed online through memes (image 3 and 4).

Image 3. Twitter image posted by author mocking Pepsi ad.


Image 4. Twitter image user mocking Pepsi using lesha Evans picture.

This generation is already characterized by the lack of confidence they have in institutions and governments for the racist and terrorist acts that have been by their doing. Through this awareness they promote solidarity, collaboration and above all, they value creativity.

The hopes they have about brands is that they generate trust, respect and innovative ideas. The main thing is how they are going to sell the product or service. They want the brand to be socially responsible and concerned about the environment. That the products are not tested on animals, that they don’t have toxic chemicals. They want to be able to have an open communication with the brand through social media. These are the key points to attract this generation.

Taking into consideration another definition of Generation Z defined by Dr. Singh and Dangmei15 are individuals born in the 1900s and raised in the 2000s that traversed through an important change in history in which the internet, smartphones and digital media emerged. There are other ways of referring to this generation such as Generation I, gen tech and digital natives etc.

The age gap of what is considered Generation Z varies according to the author for example Sonica Singh16 considers that the people born between 1995 and 2010, that are more device dependent, trusting towards digital content and have far more interactions with individuals regardless of boundaries and cultures because of the interactive online aspect.

Being a generation developed in new media and social networks generate certain changes in the stages of adolescences, which generate changes in society.

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Within the work of Ángeles Rubio titled “Generación digital: patrones de consumo de internet, cultura juvenil y cambio social” he expresses how these modifications have been due to the combination of adolescences and new media. He explains that within the home there are various mediums that previously didn’t exist. That creates fragility in terms of human bonding, creating a deficiency in verbal communication.

Creates individuals who have vast information available, in which the process of individualization and identification is more open in the sense that there are several causes and new subcultures to adhere to. Through the Internet it’s easier to facilitate the interaction between people and content. It opens doors for the acquisition of knowledge of any specific interest, it all depends on the motivation of the person to find it.

Their reality is linked to the digital networks. Their likes and preferences are globalized, the barriers are erased because of that they have a more global orientation. This generation is characterized as daring, challenging, independent and adaptable.

Regarding the conclusions of the work carried out by Ángeles Rubio he says that there is a “youthfulness” of society in terms of lifestyles and reference groups that coincide with the values of the youth because of that mixture of generations online. He considers that it is not only a means of communication but also manifests itself as a social, international, individualistic and functional relationship that affects the sexes, generations and cultures.

6.1.2.4 Baby boomers

They are those inhabitants of the global population that were born between 1946 and 1964. In the article Merca 2.0 names some representative characteristics of this generations. In terms of work, there are dedicated and motivated to continue to achieve a better economic position.

They consider that family is extremely important, they value spending time with them and they tend to come from large families because historically speaking after the

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various wars the population had dipped, the economy started improving and the living standards as well.

Previously men were going to work while women tended to be housewives. Most are or about to be retired, health is an important factor for them and their focus is to main that youth.

In terms of media, they use traditional media such as television, newspaper and the radio. This does not mean that because of the emergence of new technology they have not adapted, for example in Nielsen’s study about certain aspects of life they found that during lunchtime, 52% of Baby boomers used technology, being the generation that most used electronic devices.

Within the aspect of advertising, there are appearing references of older models or brand ambassadors for example Alessandro de Gucci, used the dean of theater Vanessa Redgrave (image 5) of 79 years for a campaign of Gucci. Most older women feel that they are ignored by larger brands.

**Image 5. Vanessa Redgrave Gucci Campaign.**

Another classification for baby boomers are a group of people raised in the post war of World war II, an era described by the authors of “understanding the multiple generations in the workplace18” as prosperous and stable, they tended to be optimistic, involved, independent, goal oriented and work-centric.

6.1.2.5 Consumption

In contemporary societies there was an increase in information, products and hypermarkeT “Large comercial establishments that sell directly to consumers a wide variety of products”19. That generated a change towards a global trend with greater private and diversified options. Previously false representations of reality were created which, according to Gílies Lipovetsky in his book “La Era del Vacio” was a method used to deceive that was based on seduction and helped the regulation of consumption creating a separation of the conscious.

As these changes emerged, the seduction happened to build and reshape the world that surrounded the individual. Generating a personalization process that helped diversify and multiply the offer. This process led to a postmodern culture in which “the feeling” and individual emancipation “Emancipation refers to any action that allows a person or a group of people access to a state of autonomy by cessation of the subjection to any authority or power”20 predominated. Creating an individual who wanted to feel more.

This process of personalization was taken as a way to escape the taboos of society, to free one’s imagination and to rekindle the passion in existence and creation, creating a modernist culture. The definition of the individual was changing from a socio-historical point of view in which, the individual is related to the transience and contradiction of immediate experiences. A personalization of artistic communications

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18 GREEN, Lynne. HEATHER, Samantha. MCKITTRICK, Lane. NARANJO, Adrian. WARD, Christy. Understanding the multiple generations in the workplace.


appears where messages are created with almost unique codes surrounded by irony and humor.

Moving towards postmodern society from consumption, there is a “modern institutionalized rebellion” in which there is no longer support for order or tradition. The values that replace this are pleasure and the stimulation of the senses that take a predominant role in life. Sensory and immediate pleasure combined with consumption became the core of modernism and postmodernism. That era of consumption created a culture based on the solicitation of needs and information but also instability in terms of everyday life, the relationship with objects, the body and itself. As for the modern man, they became prone to novelties because of the existing seduction adopts easily objects.

This era of consumption centered on postmodern society creates a reduction of the differences established between both genders and generations in favor of a use of the hyper-differentiations of individual behaviors. The term “melting pot” appears in which individuals of different styles, cultures, races and gender mix with each other, eliminating established social identities. This process helps legitimize the various ways of life and the right of personal identity.

Because of the changes previously established, generated that the individual is constantly taking decisions, criticizing the quality of the products and deliberating about the simplest acts. At the end of the 19th century, there are systems based on a flexible and personalized process, which is based on options, communication, information and participation.

This freedom of the “Me” generated changes in various aspects and areas such as the family aspect, where the option of choosing to not have children and the sexual aspect where there is more freedom arises. In addition, in terms of corporal and artistic activities, it covers sports, improvisation and free expression. There is more free time and passion for leisure, all this to continue looking for that individualized freedom in each individual.

6.1.2.6 Transformations of consumption

Focusing specifically on consumption and the relationship with the individual and how it has transformed with be supported by the book “Consuming life” by Zygmunt Bauman. Consumption to him is something permanent and immutable in human life that through its activities (be it production, storage, distribution and elimination of consumed objects) have be transformed and molded the way of life in regards to
human relationships. Two types of revolutions are covered, the first would be the Paleolithic revolution in which it’s the end of collection as a means of subsistence, this opened to the storage era and the second revolution would be the consumer revolution that became important in human life “the very purpose of their existence21” (page 44)

The transformation of desires and aspirations according to consumerism made it escalate into greater importance, generating people whose end goal was to find objects linked to comfort. Which generated a society called “Society of producers” in which they seek stability and security. That longing for security created life and behavior strategies within that mass. It was considered that a large volume of possessions generated a promising future based on comfort and power. It was a synonym of a solid existence, the goods were not for immediate consumption, and in the book they give murals as an example.

A change arose in terms of the basis of happiness where previously it was considered stability turned to the thought that the “more I have, the more I want”. The increase of volume and intensity of desires, the more desires and needs appear the greater the increase in new products. Which means an immediate replacement of the objects and created ‘incorporated obsolescence’

The constant emergence of desires created an instability, which led to a dissatisfaction of needs, linked to instantaneous consumerism. Stephen Bertman dominated it as a “saving and accelerated culture”

Life within this type of culture is an accelerated one in which there is a constant need to eliminate and replace, there is a change of ideology, if the objective is not achieved, it is abandoned in its entirety.

In a consumer society, where previously was focused on the appropriation or production of things passed to the elimination where the end goal is happiness. Due to the emergence of the instantaneous and constant elimination, the life of the product became short, since it revolved around new needs, motivation and behavior mechanisms.

One of the consequences of this is the excessive increase of information in which it’s difficult to assimilate and consume. The barrier between what the consumer

wants to consume and the noise is almost null. Which generates an increase of competition to try to capture consumer attention.

The author states that happiness is what prevails but questions what is considered to be happy, for the various reasons that could arise to this question is the reason why it is difficult to unify a message about this emotion because of the of the various variables and motivations that are given according to the person.

This is the argument that today's society satisfies human desire more than previous societies. But what is really happening is a fulfillment that is not 100 percent satisfactory in order for the consumer to continue looking for that total satisfaction. Because it is incomplete, that ephemeral sensation is temporary, which leads to a frustration that causes more consumption in search of those desires. It became an economy of deception because it does not try to wait for the consumer to make decisions based on reasoning.

6.1.3 Advertising

According to Antonio Caro\textsuperscript{22}, the advertising that we know today started from several presentations in which the meaning we generated from the historical moment it was going through, in consequence creating different significance of the word. The first time that the term advertising emerged was used to inform the private sector from the public sector known as “Advertising as quality or public status” The second meaning was interpreted as an instrument of intermediation between production and consumption, which consisted being a tool that disseminated information between producer and consumer, making known the existence of products.

Between the nineteenth and twentieth century, when the economic changes and capitalism were emerging, advertising became a tool to encourage consumption from production. That pressure was through attractive and imaginative values that created an irresistible product. When these ‘attractive’ products were acquired, over the years they took on another aspect and it was not only that attractiveness that appealed. For example a car generated other problems such as contamination and maintenance. This caused that advertising revolved around being a brand builder, in

which the brand prevailed as a differential and symbolic value accompanied by certain imaginaries.

This brand creation not only stayed around the mercantile but also permeated the institutional sphere, such as business corporations, financial entities, political parties, non-profit organization, sects or religious churches, creating institutional brands that had a symbolic representation that became intangible. Advertising continued to permeate daily life which generated an impact within language, converting advertising into part of the vocabulary, an echo in the sense that the public begins to use advertising expression in their day to day dialogue. Finally, the last meaning that advertising embarked in was a social institution, in other words, it generated an ideology based on acts of consumption that helped reinforced certain values.

Within the work “Theoretical framework of advertising – some insights” displayed a definition of advertising by the Author William Arens which was the following: “A form of structured and impersonal communication, composed from information, usually persuasive in nature, regarding the products, in the broad sense, paid by an identifiable sponsor and transmitted through various media”23

From the position of Kotler and Armstrong, in the book “Fundamentals of Marketing” they define it as “any paid form of presentation and non-personal promotion of ideas, goods or services by an identified sponsor”

6.1.3.1 Advertising language

It’s the language used within an advertising piece taking into account all the variables from the construction of the image, the text, the sound and the layout of the piece. In which the purpose is to persuade a certain segment of the population. It takes into consideration the message that wishes to be conveyed and selects elements accordingly for optimal use.

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6.1.3.2 Elements of advertising language

The elements that make up the advertising language derive from images, text, persuasion, sound, space, typography and syntax. Focusing on the two variables of image and text, there are different positions of the importance of them as well as the unknown, which generates the greatest value in understanding the language. According to Barthes (1964) within an advertisement there is a linguistic message and two messages of images.

The linguistic message is about the written text that is used as an anchor to generate an ideological value. In the image, there is an uncoded literal image and a symbolic image that communicates attributes (denotative and connotative).

A contrary position would be that of P.Martineau (1959) in which he considered that the image was the most important thing to capture attention, it was instantaneous.

Eco (1989) proposed that the anchoring fell on the verbal message because the visual image could be ambiguous because of the different interpretations that could be generated. Eco believed that advertising communication spoke of a repetitive language that communicated the same thing constantly.

As for language, there are natural and artificial signs, within the artificial signs are linguistic and non-linguistic signs. Non-linguistic signs are made up of signals that evoke, change or originate a certain action. It replaces the phonic (verbal) language and acts immediately. The symbols are material objects that work from metaphors, which require prior knowledge to be fully understood.

6.1.3.3 Advertising Rhetoric

Rhetoric is understood as the art of persuasion that can be applied to all kinds of circumstances in which it is necessary to transmit and enhance that persuasive capacity of the message in all different type of codes. There has been an evolution in the sense that previously encompassed the verbal domain now involves the iconic, sonorous and kinesics code (gestures, body and facial movements). In which it adapts to different channels and codes.

Classical rhetoric established three types of discourse genre:
Deliberative genre: which consists of discourses that try to persuade.

Judicial genre: that are discourses of accusations and defense.

Demonstrative genre: in which they praise a person and institution.

Regarding persuasive strategies there are three: to inform and teach, to entertain and delight, and to be passionate and enthusiastic.

Currently the speech closets to current advertising would be the demonstrative, which has its own characteristics in terms of the various ways of measurability and brevity. Within the persuasion, it emerges subtly that through the product or service, the consumer becomes younger and more attractive, acquires social prestige, and generates happiness and pleasure. The strategies would be of a passionate nature and to excite the consumer. The emotional took a more important role when it generated more effective appeal to the instincts than to reason.

According to Isidoro Arroyo\textsuperscript{24} the image has become such as universal reference that because of this there is a large importance on the visual internal representations of an image to have a better understanding of the entire picture.

\textbf{6.1.3.4 Advertising argumentation}

As for the discourse that employs the argumentative type, it must be based on two forms of reasoning, the logical-rational and emotive-affective. The logical aspects appeals to the rational capacities of the subjects while the emotive one tries to influence through the feelings.

There are different arguments addressed to both in advertising. As for the logical-rational there are arguments of an authoritative type in which they go through an investigation as support. A casual argument in which they establish the relationship of cause and consequence between two facts, an example would be publicity about health.

In terms of emotional-affective, affective arguments are those that are linked to the feelings and emotions of a target audience wanting to move and create a rejection or adherence, an example would be the campaigns against cigarettes. A specific argument is linked to family situations in which there is a use of a phrase or image of a daily situation.

6.1.3.5 Advertising strategy

Is utilized as a plan of action to reach and persuade a possible consumer to purchase a product or service. There are a few basic steps in an advertising strategy, the product and its advantages, the customer and their characteristics and a budget.

There needs to be an understanding of the environment in which the consumer develops in for there to be a successful integration. Analyzing what type of consumer they’re targeting, depending on variables such as, age gender, social standing and interests that they have.

As well as an understanding of the market in itself, seeing how viable the product is for example in regards to economic conditions. The advantages or disadvantages against competitors.

In regards to the variables mentioned above there needs to be objectives to verify the success of the plan in itself, to be able to compare the results with the initial data.
6.1.3.6 Creative path

According to Luis Bassat\(^{25}\), there are twenty basic creative paths that can be combined and create an infinite amount of advertising creations. There are various approaches used such as reason, emotional impact, sensitivity and intelligence to encourage proactivity.

The twenty basic creative paths are as follows: Origin, product or brand history, problem-solution, demonstration, comparison, presenter, testimonial, pieces of life, emotional impact, beauty, fashion, sex and romance, violence and transgression, humor and parody, Music, turn thing around, change of role, the unexpected or unusual, simplicity, exaggeration, visual symbol, analogy and movie pieces.

Origin, product or brand history refers to the storytelling of the product or brand in itself, it is the most used resource according to Luis Bassat. If used accordingly which means that the origin of the product represents an advantage to consumer, it can help sell and build the brand.

Problem-solution is the oldest method in advertising in which a problem is showcased and the product or brand is the solution to said problem.

Demonstration is visual proof that the product works, essentially convince and sell. According to Luis Bassat it allows to highlight the rational advantages such as the characteristics and the practical applications. Tends to have two different approaches, positive in which they show what the product can do or negative, showing what the consumer can avoid.

Comparative anticipates the comparison the consumer will inevitably make, the comparison can be with the direct competition in general, with the leading brand of the market, with indirect competition or with and older model of the same product.

Presenter: usually a television presenter who already has a connection with the target audience in question. The strength resides in the ability of the presenter on what or how they present the product.

Testimonial utilizes consumers who have previously used the product to emphasize the success and advantages of it. Not only are consumers used but as well as experts and celebrities, each with their advantages and disadvantages. In the case of the expert, they can increase confidence but they can also come off as boring with celebrities there is the risk that it won’t seem genuine because the public knows it’s not being done for free.

Pieces of life: consist of developing stories taken from everyday life around a certain product. It generates an attitude of sympathy, emotion and humor.

Emotional impact: tends to establish emotional bonds with the consumer. According the Bassat, it is one of the creative paths that contributed the most in building the image of successful brands.

Beauty, fashion, sex and romance: Brands of categories such as clothing, footwear, perfumery and cosmetics tend to present images filled with suggestions. Sex is utilized, as a way of selling the product, tends to work primarily on brands or product in which part of their function is attraction.

Violence and transgression: used for younger audience to create an interest, needs to be used very carefully to not come off as distasteful or inappropriate.

Humor and parody: Humor is very memorable in the mind of consumers if used correctly can appear very natural.

Music communicates sensations, styles, class and moods. It allows the brand to segment their target audience according to their favorite genre or musicians.

Turn things around: creating advertising segments that are far more creative and interesting to a consumer that is bombarded daily with advertising and is prone to pay less attention. Finding new ways to present or explain a product in unconventional ways might attractive the audience more than explaining it in the obvious way.
Change of roles: traditional roles are shifted or changed to create an immediate draw to attention. These changes in roles help stand out from other brands possibly promoting the same message, it makes the message unique.

The unexpected or unusual: tends to call attention or ‘wake up’ the audience. It tends to come off as a puzzle that the consumer needs to solve, making it more memorable. Even the most normal things taken out of their context or placing them in atypical locations attracts attention.

Simplicity: “Less is more” simplicity is a fundamental creative path in advertising, used to eliminate unnecessary things from an advert.

Exaggeration: consists of highlighting the benefits of the product in such an exaggerated manner that the consumer doesn’t feel deceived, it tends to walk the fine line of humor.

Visual symbol is expressing an idea visually to make it more memorable and lasting. Generating a bond with the brand or characteristics of the product to become easily associated with the symbol used.

Analogy: searches for a positive associated with ideas in the mind of the consumer. Tends to be used for products whose function is hard to display.

Movie pieces: use of movie scenes from genres like action, suspense, humor, fear etc. it integrates the product into the sense seamlessly to appear as natural as possible.

6.1.3.7 Media

Defined as mass forms of communication in which there is a broadcast of information such as entertainment, education, promotional messages, news etc. to a large audience. The term encompasses mediums such as television, radio, newspaper, magazines, digital and social media.

Offline media focused primarily on traditional media such as television, radio, magazines and newspaper. They are forms of mass communication that are present globally that originally did not rely on the Internet. Meanwhile online media is oriented
towards digital era that does relay on the internet in which content is instantaneously transmitted that can include text, audio, video and graphics.

There are various existing formats on traditional and digital media that are mentioned below (graphic 1)

**Graphic 1. Media and its various outlets, own elaboration.**
6.1.4 Point of purchase

Is where a sales transaction occurs, according to point of purchase advertising international is “the point where products meet the consumer who has the capability and desire to buy”\(^{26}\) it is considered an important interaction between brand and consumer distinguishing them from the rest. Even if a brand is in the top of mind of the consumer that doesn’t necessarily translate into purchase.

Certain advantages are that P.O.P advertisements can be placed virtually anywhere in the store for example, shopping bags, checkout counters or laminated on the floor. It also gives the opportunity to influence the consumer in a competitive environment surrounded by other brands. There can also be an incremented sale if a P.O.P tactic is used to convince consumers to purchase additional product or buy related products that are merchandised together.

One disadvantage is that it is only impacting the consumers that head towards the display or utilizes a shopping cart, if the P.O.P advertisement is located there.

6.1.4.1 Point of purchase material

P.O.P exposure is referred to as touch points such as: price promotions, product samples, taste testing, window displays, counter displays, banners, all type of open en closed display cases, digital and interactive media, aisle end caps, packaging and information pamphlets.

Price promotions: the common practice of buy-one-get-one free. As well as sale discounts

Product samples: The consumer can have first hands-on contact with the product free of charge to make the consumer become familiar with the brand or product in hopes of a repurchase in the future.

Taste testing: Specifically for the category of food, used to convince the consumer about how tasteful their food brand is compared to another.

Window displays: Can be used in a creative way to attract attention, it’s the first impact the consumer has. “Has to have the right amount of pull to intrigue them and get foot traffic” to achieve that creative pull there are certain principals that can be utilized: a story based on a theme, which will come alive through storytelling. Create a focal point, take into consideration where your consumers eye level will be, where you want them to look etc. Be bold, if the brand is present on a busy street there needs to be an impact, a break in monotony. Keep it simple, not over clutter elements if not you will create too much noise drawing attention away from the display. keep all the elements balanced as well and pay attention to lighting.

Counter displays: retail display normally placed on top of a counter to encourage consumer purchase, usually tends to be a cardboard box laminated or printed with the brands colors, logo or slogan. What type of consumer is viewing this product? What type of brand or product is being displayed? If it’s a high-end brand the counter display changes to become cohesive with the store or location the brand is present.

Digital and interactive media: moving image or animation, text, video or audio that captivates the attention because of the moving images and colors. Interactive media incorporates the consumer’s participation.

Shelf talkers: hanging tags or signs that promote your product on an aisle shelf. They catch the consumers’ eye, they make the particular brand standout. Tends to use colors and images to attract attention

Aisle end caps: displays that are placed at the end of the aisle, give a prime location considering consumer don’t actually have to traverse into the aisle to see your product.

Floor graphics: are laminated on the floor preferably in front of the brand or product, used as a way to draw attention.

Packaging, “all activities of designing and producing a product’s container” (Kotler & Keller, 2007 p.173) there are two components, image bearing component and the structural component. Image bearing takes into consideration the color of the packaging, typography, images and the graphical shapes used. The structural components are the shape, size of the container and the material used to manufacture.

There are two types of packaging that will be explained as follows,

Primary packaging: is the exterior packaging the one consumer are immediately familiar with.


6.1.4.2 Visual merchandising strategy

Takes into consideration the visual representation of the product to grab the attention of the consumer as well as promotional displays to introduce a new product or bring attention to a specific brand. There are certain aspects to maximize the impact to space the brand is occupying: a clean image, eye level, shelving and change.

A clean image means in regards to the lighting, sound and the use of colorful cardboards, the overall appearance that the consumer first witnesses. Keeping the presentation clean, improves the positive reception from consumers.

Bold colors tend to catch the eye but always take in consideration the surrounding brands, if they have various bold colors try different colors that will create a contrast or calm the eye.

To maximize visual impact the more favorable position on an exhibition would be at eye level depending on the product or brand being sold. If it’s specifically towards children toys tend to sit at a lower eye level than an adult.
Change to keep the visual appeal to the brand to prevent the consumer from becoming bored of the brand’s display. Customers want to feel like they’re experiencing something new and that the brand is still placing an effort into ‘wooing’ them.

Visual merchandising “is an art of creating visual displays and arranging merchandising assortments within a store to improve layout and presentation to increase the sales” 28 essentially creating elements that generate an immediate attraction in the mind of the consumers towards the location in question.

6.1.5 History of beauty

6.1.5.1 Global aspect

Ancient Egypt (c.1292-1069 b.c): the ideal beauty was slender women, narrow shoulders, high waists and symmetrical faces. During this time women were encouraged to be independent, society promoted a sex-positive environment and women could divorce their husbands.

The Egyptians are the first in terms of history to use a primitive makeup according to archaeological findings as well as the Egyptian art depicting how they wore their makeup. They used natural elements to create their makeup, kohl or galena for eyeliner and red ochre for lips.

Ancient Greece (c.500 – 300 b.c): plump full-bodied with light skin. They worshipped the male form, they proclaimed that the bodies of women were ‘disfigured’ versions of women. Men had a higher standard of beauty and perfection.

The Romans and Greeks followed the precedent established by the Egyptians. The first commercialized line of cosmetics made in Ancient Rome was generally reserved for women of high status. Low-income women used mulberry juice or wine dregs to color their lips. If that wasn’t available they would use blood to redden cheeks and lips.

The standard of beauty of the Roman’s was white pale skin, straightened hair, large eyes, long eyelashes and straight teeth. All though women typically had olive-toned hair they would use skin whitener such as chalk powder, crocodile dung and even white lead.

Han Dynasty (c.206 B.C – 220 A.D): Ideal woman had a slim waist, pale skin, large eyes and small feet. During this dynasty the culture favored thin women with long black hair, white teeth and red lips. Men favored women with ultra femininity.

Italian Renaissance (c.1400 – 1700) Ideal women had ample bosoms, rounded stomach, full hips and fair skin. During this era, it was the wife’s duty to reflect their husbands status, in behavior and outward appearance.

The Renaissance era various artists admired plump women and depicted them in their paintings. The women tended to be painted with plum bodies and small breasts as well as fair skin, hair and eyes.

Victorian England (c.1837 – 1901): women were plump, full-figure and a clinched waist mostly famously known for women wearing corset. They gave the appearance of the clinched waist alongside the type of clothes they wore to give that hourglass shape. Although they couldn’t sit properly while wearing the corset and many women fainted.

Twenties (c.1920s): an Ideal woman was flat chested, a downplayed waist, short bob hairstyle and a boyish figure. It was considered a decade for women’s liberation because pants began being worn by the female population. Curves started to become hidden, a polar opposite to what had been popular previously.

(c.1930-1950s): Once more curves become ideal as well as the hourglass figure, large breasts and a slim waist. A-line skirts and suits became popular, makeup took a calmer rout being more demure. An example of this time would be Marilyn Monroe, Elizabeth Taylor, Katherine Hepburn or Jean Harlow. In the 50s conservatism effect women, once again women had to start covering themselves up, poodle skirts that went down to the knee became popular. All though clothes wise it became conservative, women still rebelled using very extravagant hairstyles, using fake eyelashes and heavy eye makeup along with red lips.
Sixties (c1960s): Slender, long slim legs and an adolescent physique. A representative of this decade was Twiggy. High boots, short skirts, crop tops essentially hippie attire as well as bright colors were also very popular.

(c1980s): Athletic, slender but curvy, tall and tone arms, it was an more exercise focused decade. In regards to clothes it was primarily fashion seen today, skinny jeans and bubble skirts. Because of this exercise tone body era, eating disorders and drug usage took a surge to achieve the ideal body. Considered the decade of the ‘supermodel look’ captured by Elle MacPherson and Linda Evangelist

(c1990s): ideal women became extremely thin and a more androgynous body type, Kate Moss encapsulated this decade. Natural hair and makeup also became popular.

Postmodern (c2000s-): flat stomach, ‘healthy’ skinny, large breasts and butt and a thigh gap. An influx of surgery became popularized because of the portrayal of women in media of being flawless, youthful and perfectly styled.

6.1.5.2 Body and female beauty

Appearance and beauty has always played a major role in a women’s life throughout history. Changes were slow and steady in the earlier centuries but have drastically changed in the twentieth century. Trends have evolved decade to decade, evidencing in the why individuals style themselves be it in clothing, accessories or hairstyles. The changes pinpoint certain aspects in the social role a women had as well as how they viewed themselves.

The idea of the “perfect body” has drastically changed throughout history. Primarily focused on whether it was “attractive” for a women to have curves or not. Diets and eating disorders have been present in the history of women because there has been an unconscious tell in society for women to compare themselves with unattainable standards. For that reason so many crazed diets, programs such as weight watchers and excessive exercise.

There has been a change evolving in regards to diversity, different type of body shapes are being celebrated and praised. Social media has become a catalyst for this movement but social media con also be a double edged sword as much as it can uplift and motivate it can also be used to attack and belittle.
In 2015, France banned modeling agencies from using underweight models and placed a role where models needed to have a doctor’s note stating they were healthy. In 2016, Mattel debuted a line of Barbie dolls with diverse body types. In 2017, Ashley Graham, a plus size model posed for the cover of British Vogue.

6.1.5.3 Cosmetology

Cosmetology is the base and practice of beautification with specialized fields such as hair colorist, esthetician, nail technician, makeup artist, electrologist and barbers. They are trained and licensed to perform certain cosmetic treatments.

6.2 CONTEXTUAL FRAMEWORK

The investigation developed in the year 2018 in Colombia specifically in the city of Cali primarily the south section of the city. In which two groups of generations were analyzed, Generation Z and baby boomers, two clusters of different age groups that ranged from 1995 to 2002 and 1946 to 1964.

In regards to social class, lower middle class, middle class, upper middle class and upper class were analyzed, according to dane those considered lower middle class are individuals consisted with fewer resources and are beneficiary of subsidies. Upper class counts with greater economic resources. These findings are based on the physical internal and external characterizations of the household, their immediate surroundings and the context in which they live, categorizing these individuals in different classes.

Moving on towards the analytical aspect of the investigation the category of cosmetics was analyzed specifically the area of facial care in regards to women of the age groups mentioned above.

Different ads were collected from various mediums such as magazine and television commercials that related to this category and what was evaluated was the advertising strategies, mediums, target audience, color schematics and creative paths used.
6.3 CONCEPTUAL FRAMEWORK

6.3.1 Sites with search engines:

A search engine is a computer system in which you use keywords given by the user to search for content online. There are three type of search engines:

Hierarchical: they are textual interrogation interfaces, they check the databases of the different web pages and compile information for the user, showing the most compatible

Directories: these are page links that are grouped by categories and organized by publication date, continuous human maintenance is necessary to function.

Meta-search engines: “these interfaces work by resending searches to several engines at the same time. That is, send the query to other sites to analyze the results29"

Some search engines example would be Google, Bing and Yahoo.

❖ Memes

It is a symbol or social idea transmitted virally online in the form of image, video or text, acts in a massive way. The intention is to be humorous generally used to publicly ridicule a human behavior.

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✓ **Twitter**

It is a platform in which users can generate messages (tweets) of up to 280 characters. They can follow users with common interest. It is also used to share instant news since everything is real time.

✓ **Brand**

It is commercial identification in which a product or service can be related. It is usually the glomeration of distinctive signs that differentiate it. Brands acquire their own meaning, where the user who uses it acquires certain characteristic by how the brand has been positioned. An example would be Apple, it’s a brand that has positioned itself as exclusive and modern.

✓ **Esthetician**

Is a person with special training (licensed) in administering facials such as steaming, extraction, chemical peels and pore cleansing as well as aromatherapy, hair and skin care and makeup application. They focus primarily on the skin, maintaining its health and vitality.

They must complete a course of training or education to pass an examination, written and practical.

✓ **Electrologist**

Is title of someone who practices electrolysis, which is the practice of electrical hair removal to permanently remove human hair from the face or body.
Alkaline environment

“Is a setting that is strongly basic or contains alkali components. This usually refers to an environment with a pH value higher than 7.0. Since a pH below 7.0 is considered acidic.30”

7. METHODOLOGICAL DESIGN

7.1 TYPE OF INVESTIGATION

This research is of a basic nature in the sense that it emerged from curiosity of the researcher with a qualitative approach based on the interpretative paradigm in which they tried to understand reality from the behavior, motivations and human actions of two generations. According to the physical space it would be field work, by the date collection through verbal and non-verbal techniques regarding the advertising language used in advertising pieces directed towards these generations. According to the handling of variables, it would be semi-experimental research since there was no manipulation or a creating of a specific situation but the analysis of it.

7.2 PROCESS

The research has three stages, the first one was of an exploratory nature in which bibliographic support, research articles and books were used revolving around several themes, which are the following: the advertising language, consumption, the evolution of the consumer from the different eras of consumption, the different types of generations, the most characteristics of them (lifestyle, aspirations and communication) and how has the representation and approach been towards these two generations in an advertising context. Then the research was specifically defined in two types of generations, Baby boomers (1946 to 1964) and Generation z (1995 to 2005) where a description of both were made.

The second stage was descriptive the moment were the variables were being explained and the results were being tabulated in regards to the advertising content, fieldwork and interviews towards these two generations. In this stage it is were the properties and characteristics are being specified, it's the recollection of information before independent or a collection of concepts and variables.

The analysis was based on the differences of advertising language used in the cosmetic category and how there approach has been to these two segments of the population in terms of the discourse and messages used.

Finally in the last stage, the research became explanatory, when the differences between both generations and the contact with them had been transcribed.
7.3 POPULATION – SAMPLE – TYPE OF SAMPLING

The type of sampling was non-probabilistic because of the fact that it was a qualitative research where one does not look for a representative sample.

The population was two generations cataloged as, Baby boomers and Generation z. Baby boomers are known as people who were born between the years 1946 to 1964, they are people with traditional values in the sense of having a home, getting married and having children is vital. Regarding the media, they rely more on the traditional sources such as television, in study done by Nielsen 65% of Baby boomers categorized this source as their favorite. From the point of view of consumption they linked the accumulation of products as a sign of progress\(^{31}\), therefore the consumption revolves around another sense contrary to Generation z that seeks a consumption to build or create an identity.

Moving on to Generation z, they are the individual born between 1995 and 2005, they are the segment of the population that developed alongside technology additionally they have been strongly marked by economic crises and terrorism. It is a generation that is constantly being bombed by advertising, which generates a difficulty in impacting or generating a brand recall. They have vast information available to their hands, which eliminates geographical barriers and generates a global orientation (Santori, 1998)

Focusing on the brands analyzed they were the following: L’Oréal, Pomys, Neutrogena, Vitú, Eucerin, Pond’s, Nivea, Lubriderm Estée Lauder and Cetaphil all brands oriented towards women of various ages that combated different skin types, conditions or ordeals.

In regards to the locations or point of purchases analyzed were: La 14 paso ancho #80-60, La 14 pance, #A 121a – 437 Cl, 16 #1211, La 14 Valle del Lili cra 98b #25-130, La 14 de la sexta Avenida 6 #30N-47. The majority of these locations were in the south area of the city excluding la 14 de la sexta which is located in the northern region of the city. These locations were used because of their vast selection of various brands ranging from different price brackets.

\(^{31}\) LERMA, Carmen. PAREDES, Yuly. Objetos simbólicos de consumo y su relación con la construcción de identidad de las generaciones de consumidores en la ciudad de Cali – Colombia. En: Revista Global de Negocios: 2015. Vol 3 No 6. ISSN: 2328-4641
7.4 METHODS AND TECHNIQUES OF INFORMATION COLLECTION AND ANALYSIS

The method implemented consisted of the phenomenological method, because of the analysis of the meaning each person gave to that reality inside the proposed phenomenon. In this case, it was the two segments of generations, where it was analyzed how they perceive the advertising approach in a specific category. The techniques used were content analysis, document analysis, in-depth interviews, free and systematic observations.

A free and systematic observation refers to the exploration and description of environments, communities, sub communities and social aspects of life and analyzing their significance. In this context it was used to analyze the locations were multiple brands are presents, the exhibitions of facial creams in different locations. As well as during interviews, observing what participants had in common in regards to similar social issues.

There are different types of observations roles that can be taken: non- participative, passive participative, moderate participative, active participate and complete participation. In this case it was a passive participation because there was no interaction.

Interviews are used as tool to recollect information there are various different types of questions and interviews but in this case it was a semi structured interview because there was a guide of questions to follow but the interviewer had the liberty of introducing new question they found pertinent to add. Mertens (2010) classifies six types of questions: opinion, expression of feeling, knowledge, related to the senses, anecdote and of simulation. In this investigation the interviews were towards the consumers.
8. RESULTS

8.1 RESULTS POINT OF PURCHASE

- Observations point of purchase

In the observation and analyze of the point of purchase of various locations in the city, the values and benefits offered by cosmetics brands to both generations was explored. The variables in play were point of purchase material, price, product lines, presentation and observation.

- L’Oréal

- History of L’Oréal

Founded in 1909 by Eugene Schueller, a chemist graduated from ‘Ecole Nationale Supérieure de Chimie, Paris in 1904. In 1907 Schueller created his first dye formula under the name Oreal. In 1908 he began paperwork for a patent. They managed to convince French hair stylists to use their product. This generated new ideas and representative for the company expanding throughout France.

In 1920 when the war was over, women began to work and become concerned with their appearance once more, which propelled the success of L’Oreal dyes, reaching Italy, Austria, The Netherlands, the United States, Canada, the United Kingdom and Brazil.

Their values resided in investigation and innovation.
Table 2. L’Oréal analysis, variables such as product, price, type, P.O.P material and observations.

<table>
<thead>
<tr>
<th>Date/Direction</th>
<th>Product</th>
<th>Type</th>
<th>Presentation</th>
<th>Price COP</th>
<th>P.O.P</th>
<th>Observation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/29/18 La 14</td>
<td>Age perfect jalea real cuidado intensivo día nutritivo restaurador</td>
<td>Cream, anti-flaccidity + anti-wrinkle, mature and malnourished skin</td>
<td>Gold packaging</td>
<td>$55.450</td>
<td>Shelf talkers 1st: “Eficacia comprobada en 7 días” Photo of product and brand name, colors used: red and white.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Age perfect jalea real cuidado intensivo noche</td>
<td>Cream</td>
<td></td>
<td>$57.850</td>
<td>2nd: “Revitalift Eficacia comprobada en 7 días” Photo of product, model, colors used: red and white. With black, red and white text.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Age perfect jalea real cuidado intensivo ojos</td>
<td>Cream</td>
<td></td>
<td>$55.450</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Revitalift rosto contorno y cuello efecto malia</td>
<td></td>
<td></td>
<td>$54.950</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Revitalift cuidado día Pro retinol a + elastil flex</td>
<td>cream</td>
<td></td>
<td>$48.500</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Revitalift cuidado nocturno</td>
<td></td>
<td></td>
<td>$51.750</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Revitalift cica + tratamiento reparación</td>
<td></td>
<td>30 a 50 años</td>
<td>$46.050</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Revitalift filler [Ha] Serum hialuronico voluminizador</td>
<td></td>
<td>40 a 60 años, 50ml</td>
<td>$87.500</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Revitalift [HA] creme preenchedor día</td>
<td>Cream, Wrinkle revoluminator and restores volume</td>
<td></td>
<td>$82.000</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Revitalift láser x3 serum</td>
<td>Serum, anti age signs, new skin effect</td>
<td>40 a 60 años</td>
<td>$78.200</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Revitalift láser x3</td>
<td></td>
<td>50ml</td>
<td>$67.450</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Revitalift láser x3 mascarilla</td>
<td>Cream, nocturnal, anti wrinkles</td>
<td>50ml</td>
<td>$72.300</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Target audience: Women of socioeconomic level 5 and 6, interested in recuperating or preventing aging

Brand: L’Oréal

At the point of purchase, the exhibition in in itself was disorganized in the sense that the products were placed not according to the labels on the shelf. For example it would say ‘age perfect’ but the product displayed was ‘Revitalift’.

There was an excess of exposed products, covering the brand ambassadors on the left side of the shelves. According to the exhibition ‘Age perfect’ is for the more advanced ages yet it stood at the highest shelf and ‘Hidra-total 5’ which is for younger ages is found on the lowest shelves.

Three types of product lines:

Age perfect: Brand ambassador, Actress Jane Fonda (80 years old) product focused on ages 60+. Image with the product and the brand ambassador is showed alongside the products, a black background and golden headline, which read, ‘Age perfect anti –flacidez + restauración’. The body copy is in white text. . The product is in a golden container.

Revitalift: Brand ambassador, Andi Macdowell (59 years old) product focused on the ages of
<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revitalift láser x3 cuidado integral spf25</td>
<td>Anti spots, anti wrinkles</td>
<td>50ml</td>
<td>$71.600</td>
</tr>
<tr>
<td>Revitalift láser x3 cuidado integral nocturno</td>
<td></td>
<td>125ml</td>
<td>$74.900</td>
</tr>
<tr>
<td>Solar expertise spf60</td>
<td>Anti wrinkles, crème texture</td>
<td></td>
<td>$32.850</td>
</tr>
<tr>
<td>Hidra-total 5 humectante día con omega + ceramida</td>
<td>Normal skin</td>
<td>50ml</td>
<td>$26.550</td>
</tr>
<tr>
<td>Hidra-total 5 crema humectante con melanin clear spf 17</td>
<td>Anti spots</td>
<td>50ml</td>
<td>$26.550</td>
</tr>
<tr>
<td>Hidra-total 5 crema hidratante matificante anti shine con perlite</td>
<td>Cream</td>
<td>50ml</td>
<td>$26.500</td>
</tr>
<tr>
<td>Hidra-total 5 desmaquillante básico ojos y labios</td>
<td>liquid</td>
<td>125ml</td>
<td>$26.550</td>
</tr>
<tr>
<td>Hidra-total 5 gel limpiador equilibrante con acido salicilico</td>
<td>Mixed and normal skin</td>
<td>50ml</td>
<td>$27.450</td>
</tr>
<tr>
<td>Hidra-total 5 desmaquillante equilibrante</td>
<td>Mixed and normal skin</td>
<td>50ml</td>
<td>$26.600</td>
</tr>
<tr>
<td>Hidra-total 5 desmaquillante hidratante</td>
<td></td>
<td>50ml</td>
<td>$26.600</td>
</tr>
<tr>
<td>Toallas desmaquillante rosa y lotus</td>
<td>wipes</td>
<td></td>
<td>$23.550</td>
</tr>
<tr>
<td>Leche desmaquillante con acido salicilico</td>
<td>Anti spots, all types of skin</td>
<td></td>
<td>$26.550</td>
</tr>
</tbody>
</table>

40 to 60 years old. In the image displayed, two products are shown Revitalift laser x3 (dark red container) and Revitalift Filler [HA] (A dark purple with hints of red container) against a black background. Their were farther more product line of Revitalift compared to the other two.

Hidra – total 5: Brand ambassador, Black Lively 30 years old. Product focused on a younger demographic. On the image the colors used were pink and blue against a white background.

In each of the three images used to present the product and divide the gondola, is presented with the brand ambassador. The only one smiling is Jane Fonda, the other two brand ambassadors have a more neutral expression.

Average price range:
Age perfect: $55 - $57
Revitalift: $46 - $82
Hidra-total 5: $23 - $27

It could be interpreted based on the quantity of Revitalift that it is their best selling product. L’Oreal has two different gondolas, one is independent and different facial cream brands accompany the other one.
Table 2. Continuation

<table>
<thead>
<tr>
<th>Loción tonificante equilibrante hidratado 5</th>
<th>Lotion</th>
<th>$26.600</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agua micelar</td>
<td>Liquid, make-up remover, deep cleansing and moisturizing. For sensitive skin.</td>
<td>$27.500</td>
</tr>
<tr>
<td>Mascarilla purificante arcillas puras + eucalipto</td>
<td>Creamy texture, doesn't dry</td>
<td>31ml</td>
</tr>
</tbody>
</table>

(5/8/18) An individual hired by the brand itself to push their product was organizing the independent gondola. They placed ‘Agua micelar’ in strategic points for example on the Maybelline stand (which is focused primarily on makeup) offered the makeup remover as a complement to the makeup.

- 2. Pomys
- 2.1 History

Belongs to ‘Productos familia S.A’ it is described as a specialized brand for feminine facial care offering specialized solutions designed for every type of skin, enriched with vitamins and natural extracts.
Table 3. Pomys analysis, variables such as product, price, type, P.O.P material and observations.

<table>
<thead>
<tr>
<th>Date/Direccion</th>
<th>Product</th>
<th>Type</th>
<th>Presentation</th>
<th>Price COP</th>
<th>P.O.P</th>
<th>Observation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/29/18</td>
<td>Toallas húmedas desmaquilladoras con extracto marino y vitamin E</td>
<td>Wipes, combo combination to grease skin</td>
<td>$10.560</td>
<td>Price promotion, “Precio especial 120 unidades”</td>
<td>Very little product displayed, only has two product lines in La 14. It is overshadowed by all the other brands displayed alongside it. There is little to none visual impact.</td>
<td></td>
</tr>
<tr>
<td>La 14</td>
<td>Agua micelar desmaquillante</td>
<td>Water</td>
<td>120ml</td>
<td>$15.900</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Gel limpiador facial piel normal a seca con extracto multitherbal y provitamina B5</td>
<td>Gel</td>
<td>145ml, green liquid, semi transparent packaging</td>
<td>$17.250</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Gel limpiador facial piel mixta a grasa con extracto de algas marinas y vitamin E</td>
<td>Gel</td>
<td>145ml, blue liquid, semi transparent packaging</td>
<td>$17.350</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3. Neutrogena

3.1 History de Neutrogena

Belongs to the brand “Johnson & Johnson Family of consumer companies which are available in 70 countries. Their creator, Emanuel Stolaroff started a company called “Natone” in 1930, it use to be the provider for various beauty salons associated with the glamor of the film industry. In 1940 Natone began to manufacture and distribute cosmetics to the retail market.

Emanuel Stolaroff discovered Dr. Edmond Fromont, a Belgian cosmetic chemist had made a mild soap that rinsed easily and quickly from the skin without leaving soap
residue. Stolaroff believed that there was the possibility of a large demand and market for such a high quality soap, that he decided to import and distribute ‘Neutrogena’ in the United States.

In 1962, the soap had become synonymous with the image of the company that officially changed the name to “Neutrogena”. In 1967, Lloyd Cotsen the president of the company made a decision that deeply impacted the future of the brand. He decided to promote the benefits of the soap to medical professionals. The relationship between the brand and the dermatologist created a competitive advantage compared to other brands. A new emphasis was made in regards to the marketing and research of the company, in which they created a line of products for skin care that was safe, soft and of high quality.

In 1994, because of the respect and credibility of the brand led to the acquisition by Johnson and Johnson
Table 4. Neutrogena analysis, variables such as product, price, type, P.O.P material and observations.

<table>
<thead>
<tr>
<th>Date/Direction</th>
<th>Product</th>
<th>Type</th>
<th>Presentation</th>
<th>Price COP</th>
<th>P.O.P</th>
<th>Observation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/29/18 Paso ancho #80-60 La 14</td>
<td>Hydroy blast water gel, gel hidratante con ácido halurónico</td>
<td>Cream</td>
<td>Blue</td>
<td>$32.800</td>
<td>1st: Combo, buy a Lubriderm cream and take completely free makeup remover wipes</td>
<td></td>
</tr>
<tr>
<td>1/29/18 Paso ancho #80-60 La 14</td>
<td>Hydroy blast gel, crema de ojos</td>
<td>Cream</td>
<td></td>
<td>$29.900</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/29/18 Paso ancho #80-60 La 14</td>
<td>Fresh foaming cleanser</td>
<td>Foam</td>
<td></td>
<td>$32.700</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/29/18 Paso ancho #80-60 La 14</td>
<td>Deep clean loción facial desmaquillante</td>
<td>Lotion – semiliquid product</td>
<td>White container with blue top, 200ml</td>
<td>$30.700</td>
<td>&quot;Hidrata tu piel mientras la proteges del sol&quot;</td>
<td></td>
</tr>
<tr>
<td>1/29/18 Paso ancho #80-60 La 14</td>
<td>Deep clean limpieza profunda astringente</td>
<td></td>
<td></td>
<td>$32.900</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/29/18 Paso ancho #80-60 La 14</td>
<td>Oil water clear wash pink grapefruit exfoliante facial</td>
<td>Pink container, 124 ml</td>
<td></td>
<td>$25.400</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/29/18 Paso ancho #80-60 La 14</td>
<td>Oil water clear wash pink grapefruit exfoliante gel</td>
<td>Gel</td>
<td>177ml</td>
<td>$39.600</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/29/18 Paso ancho #80-60 La 14</td>
<td>Rapid clear exfoliante uso diario anti puntos negros</td>
<td>Cream</td>
<td></td>
<td>$22.850</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/29/18 Paso ancho #80-60 La 14</td>
<td>Deep clean energizing exfoliante</td>
<td>Yellow container</td>
<td></td>
<td>$25.000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/29/18 Paso ancho #80-60 La 14</td>
<td>Deep clean gel limpieza</td>
<td>Gel</td>
<td>150ml</td>
<td>$34.100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/29/18 Paso ancho #80-60 La 14</td>
<td>Sun fresh 50spf</td>
<td>Sunblock, cream</td>
<td></td>
<td>$40.950</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/29/18 Paso ancho #80-60 La 14</td>
<td>Sun fresh 70spf</td>
<td></td>
<td></td>
<td>$43.950</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Brand: Neutrogena

Target audience: Young women (18 – 25) primarily of socioeconomic level 4 and 5, who are interested in deep cleanse and skincare.

Colors used: blue, hint or orange,
4. Vitú

4.1 History of Vitú

A Colombian brand that embarks makeup, facial and body cream that takes a more naturalistic approach in which the majority of their ingredients are purely natural.

They take more naturalistic approach in which the majority of their ingredients are purely natural for example: rice, vitamin E, oatmeal, cucumber etc.

Table 5. Vitú analysis, variables such as product, price, type, P.O.P material and observations.

<table>
<thead>
<tr>
<th>Date/Direction</th>
<th>Product</th>
<th>Type</th>
<th>Presentation</th>
<th>Price COP</th>
<th>P.O.P</th>
<th>Observation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/29/18</td>
<td>Limpieza loción desmaquilladora para ojos y labios, aciete de almendras y extracto de algas marinas</td>
<td>Foam</td>
<td>115ml, light purple water, transparent container</td>
<td>$12.750</td>
<td>Three products offered in one combo: makeup remover mist, gel eyes and mascara</td>
<td>Hidden between large brand presence such as L’Oreal, Neutrogena and Nivea, very few products displayed. Tends to be surrounded by small or starting up brands such as Pomys, L’Avante and Renacell.</td>
</tr>
<tr>
<td></td>
<td>Limpieza espuma limpiadora día y noches pepino</td>
<td>Foam</td>
<td>150ml, green liquid, transparent container with logo in the middle</td>
<td>$18.450</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Limpieza jabón exfoliante día y noche, frutos rojos</td>
<td>Transparent packaging</td>
<td>150ml, red logo</td>
<td>$11.850</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mascarilla facial cremosa, yougurt frutos rojos, antioxidantes</td>
<td>Creamy mask, all skin types</td>
<td>White packaging, 15g</td>
<td>$4.800</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Limpieza tónico extracto de rosas, libre de alcohol</td>
<td>All skin types, water tonico</td>
<td>150ml, logo with the colors blue, pink and light blue</td>
<td>$12.950</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Crema 4 en 1, miel, colágeno y vitamina e</td>
<td>Cream</td>
<td></td>
<td>$10.300</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Table 5. continuation

<table>
<thead>
<tr>
<th>Product Description</th>
<th>Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protector facial, extracto de girasol y romero</td>
<td>Spf 50</td>
<td>$17.959</td>
</tr>
<tr>
<td>Anti edad uva y olive - noche</td>
<td>Cream</td>
<td>$18.850</td>
</tr>
<tr>
<td>Gel contorno de ojos pepino y Vitamina E</td>
<td>Gel</td>
<td>$9.250</td>
</tr>
<tr>
<td>Anti edad suero de ojos, doya y vitamin E</td>
<td>Secondary packaging (cardboard blue and white, flowers covering both ends) 12ml</td>
<td>$16.400</td>
</tr>
</tbody>
</table>

- **Eucerin**

- **History of Eucerin**

In 1900, Isaac Lifschütz registered a patent called ‘Eucerit’ formed the bases of all the Beiersdorf products, in which a stable emulsion of water in oil was developed for the first time.

In 1950 Eucerin’s next product appeared, ‘pH5 Eucerin Ointment’ which was designed to work in an alkaline environment. The product as such guaranteed the preservation and restoration of the protective layer of the skin, which remains relevant to this day.

Years passed and the line of products expanded creating a pH5 lotion and cream suitable for all different area of the food and for sensitive skin. When they implemented this product line they were able to develop a skin care program designed specifically for sensitive skin.

Currently it is still recommended by doctors for different skin conditions due to its efficiency in terms of skin protection.
Table 6. Eucerin analysis, variables such as product, price, type, P.O.P material and observations.

<table>
<thead>
<tr>
<th>Date/Direction</th>
<th>Product</th>
<th>Type</th>
<th>Presentation</th>
<th>Price COP</th>
<th>P.O.P</th>
<th>Observation</th>
</tr>
</thead>
<tbody>
<tr>
<td>3/1/18 Exito CI 38N #6 N-445</td>
<td>Dermaticlean loción micelar facial limpiador 3 en 1</td>
<td>Lotion</td>
<td>200ml</td>
<td>$65.100</td>
<td>1&lt;sup&gt;st&lt;/sup&gt; Shelf talker: “Nueva linea solar” orange frame, brand logo lower right corner</td>
<td>In ‘Exito’ they are behind a glass display under lock possibly because of their high cost. They are not easy to find since they are facing the corridor and are closer to the floor, below eye level.</td>
</tr>
<tr>
<td></td>
<td>Dermopurifyer limpiador facial</td>
<td>Gel, oily skin with acne tendency</td>
<td>200ml</td>
<td>$45.500</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dermopurifyer tónico limpiador</td>
<td>Tonic, 2% lactic acid, oily skin</td>
<td>200ml</td>
<td>$47.450</td>
<td>2&lt;sup&gt;nd&lt;/sup&gt; shelf talker: “Nueva – pH5” red frame, brand name on top</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dermopurifyer exfoliante</td>
<td></td>
<td>100mg</td>
<td>$40.100</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dermopurifyer crema facial</td>
<td>Fluid moisturizing, matifying oily skin</td>
<td>50ml</td>
<td>$61.800</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Anti pigmento fluido despigmentante</td>
<td>30spf, reduces spot</td>
<td>50ml</td>
<td>$118.200</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Pond’s
  - History of Pond’s

Was invented in United States as patent medicine by Theron T. Pond in New York in 1846 by the name of “Golden Treasure” a tea extracted from with hazel, which he
discovered strengthen the skin below the surface and helping repair itself from small cuts. After it became widely popular as the Pond’s Extract.

In the 1960’s Pond’s incorporated the Tulip logo according to them a symbol of feminine beauty that has “epitomized the brand’s promise of radiant skin, no matter what your skin is face32:

Table 7. Pond’s analysis, variables such as product, price, type, P.O.P material and observations.

<table>
<thead>
<tr>
<th>Direction/Date</th>
<th>Product</th>
<th>Type</th>
<th>Presentation</th>
<th>Price COP</th>
<th>P.O.P</th>
<th>Observation</th>
</tr>
</thead>
<tbody>
<tr>
<td>3/12/18</td>
<td>Age miracle crema correctora intensiva</td>
<td>Cream in oil, anti wrinkles</td>
<td>50ml</td>
<td>$68.200</td>
<td>1st Banner: Black background, white text with a product of the primary and secondary packaging. Displays the three benefits: “Reduce arrugas en 1 semana”, “Repara la piel 24 horas continuas” and “Renueva tu piel”</td>
<td></td>
</tr>
<tr>
<td>La 14</td>
<td>Age miracle wrinkle corrector diurio spf15</td>
<td>Cream, anti wrinkles</td>
<td>50ml</td>
<td>$53.550</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paso ancho</td>
<td>Age miracle wrinkle corrector nocturno</td>
<td>Cream, anti wrinkles</td>
<td>50g</td>
<td>$53.550</td>
<td></td>
<td></td>
</tr>
<tr>
<td>#80-60</td>
<td>Age miracle ojos</td>
<td>Cream</td>
<td>15ml</td>
<td>$50.650</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Age miracle firm and lift tratamiento</td>
<td>Roll on, for face and nick contour lifting</td>
<td>25ml</td>
<td>$66.950</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>[PAQUETE] Rutina antiarrugas 3 productos:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Ponds age miracle espuma facial limpiadora</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Ponds age miracle crema dual para ojos</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Ponds age miracle spf15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Reduces wrinkles, fine lines, age spots and renews the skin</td>
<td>30 years old+</td>
<td>$86.950</td>
<td></td>
<td>2nd shelf talker: Black strip, red rectangle with white text “Nueva”. The rest of the text against black background reads “Pond’s age miracle”</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Every skin type</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Age miracle firm and lift, diurio spf30</td>
<td>Cream, face and neck lift</td>
<td>50g</td>
<td>$59.100</td>
<td>3d shelf talker: white background, circular. Light purple square with white text that reads “Piel sensible? Nueva” as well as a product shot</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pond’s crema c con extracto de pepino</td>
<td>Remove makeup and impurities</td>
<td>195g</td>
<td>$30.650</td>
<td>4th display: A three level stand advertising</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>100g</td>
<td>$19.500</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>50g</td>
<td>$11.600</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pond’s bio-hidratante desmaquilante</td>
<td>Cleansing lotion, face and eyes</td>
<td>200ml</td>
<td>$25.950</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Crema C liquida desmaquilante</td>
<td>Milk cream, all skin types</td>
<td>200ml</td>
<td>$23.950</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pond’s crema S piel suave y tera</td>
<td>Nourishing 48H,</td>
<td>200g</td>
<td>$31.450</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>100g</td>
<td>$20.350</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 7. Continuation

<table>
<thead>
<tr>
<th></th>
<th>moisturizer, cream</th>
<th>Pond's new product “Pond's sensitive+” all levels occupy the product. It stands right beside the entire exhibition of facial creams, at the entrance of the corridor.</th>
<th>vast number of products displayed.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pond’s crema H piel suave e hidratante</td>
<td>Hydrating, 20H, sunscreen</td>
<td>$31.050</td>
<td>8/15/18 Ponds Cream C out of stock in all points of purchase</td>
</tr>
<tr>
<td></td>
<td>100g</td>
<td>$20.350</td>
<td></td>
</tr>
<tr>
<td></td>
<td>50g</td>
<td>$11.950</td>
<td></td>
</tr>
<tr>
<td>Pond’s clarant B3 tono uniforme y sin manchas</td>
<td>Normal to dry skin, lightening cream</td>
<td>$25.150</td>
<td></td>
</tr>
<tr>
<td></td>
<td>100g</td>
<td>$14.950</td>
<td></td>
</tr>
<tr>
<td></td>
<td>50g</td>
<td>$14.950</td>
<td></td>
</tr>
<tr>
<td>Pond’s clarant B3 desmaquillante</td>
<td>Dual lotion</td>
<td>$25.950</td>
<td></td>
</tr>
<tr>
<td>Flawless radiance piel radiante y sin manchas</td>
<td>Facial foam, Genactive formula</td>
<td>$25.150</td>
<td></td>
</tr>
<tr>
<td></td>
<td>100g</td>
<td>$18.950</td>
<td></td>
</tr>
<tr>
<td>Flawless radiance diurna sin manchas spf15</td>
<td>Facial cream</td>
<td>$48.700</td>
<td></td>
</tr>
<tr>
<td>Flawless radiance BB+ spf30</td>
<td>Facial perfection cream</td>
<td>$32.950</td>
<td></td>
</tr>
<tr>
<td></td>
<td>25g</td>
<td>$32.950</td>
<td></td>
</tr>
</tbody>
</table>

- Nivea
  - History of Nivea

The first Nivea crème came out in 1911 because of Dr. Oscar Troplowitz and leading dermatologist Paul Gerson. Nivea is from the Latin word “Nix” which means snow, Nivea means snow white. The over 100 years that the brand has existed, very few changes has happened to the formula.

In the 1920s youth and leisure became their keywords in their brand and in 1930s, more products were added, such as shaving cream, shampoo and skin oil. It became a global top selling brand. By the 50s it had become a well-established brand worldwide. In the 60s Nivea came out with a wide range of sun protection and sun care products. In the 90s sales quadrupled and became Beiersdorf largest brand.
Table 8. Nivea analysis, variables such as product, price, type, P.O.P material and observations.

<table>
<thead>
<tr>
<th>Date/Direction</th>
<th>Product</th>
<th>Type</th>
<th>Presentation</th>
<th>Price COP</th>
<th>P.O.P</th>
<th>Observations</th>
</tr>
</thead>
<tbody>
<tr>
<td>3/3/18 La 14 Pance #A 121a - 437 Cl. 16 #1211</td>
<td>Q10 plus antiarrugas nocturna</td>
<td>Moisturizing, regenerative facial cream, coenzyme q10 and creatine</td>
<td>50ml</td>
<td>$45.95</td>
<td>0</td>
<td>1st shelf talker: Rectangular blue frame, Nivea logo top left corner. White text “Piel más elástica y firme” Bottom center in a purple rectangular in white text “con ácido hialurónico &amp; estimulador de colágeno”</td>
</tr>
<tr>
<td></td>
<td>Q10 plus antiarrugas diurno spf20</td>
<td>Moisturizing facial cream</td>
<td>50ml</td>
<td>$44.95</td>
<td>0</td>
<td>2nd shelf talker: light blue square white text, “con ácido hialurónico &amp; estimulador de colágeno” with two product shots as well as a purple rectangle that reads in white text “Nueva imagen”</td>
</tr>
<tr>
<td></td>
<td>Q10 antiarrugas ojos color correction spf15</td>
<td>Cream, moisturizer, matches the tone and attenuating imperfections</td>
<td>50ml</td>
<td>$47.40</td>
<td>0</td>
<td>3rd shelf talker: Square shaped with a dark blue background with white text that reads “cuida y humecta tu piel 48 horas”. Pink rectangle with white text that reads “Nueva fórmula”</td>
</tr>
<tr>
<td></td>
<td>Aclarado radiante nocturno</td>
<td>Moisturizing lightening facial cream with active bio-lightening and pro vitamin B5</td>
<td>50ml</td>
<td>$22.95</td>
<td>0</td>
<td>4th shelf talker: Circular form pink and dark blue promoting the new formula.</td>
</tr>
<tr>
<td></td>
<td>Aclarado radiante diurno spf15</td>
<td>Vitamin E, moisturizing brightening cream</td>
<td>50ml</td>
<td>$22.95</td>
<td>0</td>
<td>5th promotion: “x2 Econopack” selling two for the price of one, makeup wipes</td>
</tr>
<tr>
<td></td>
<td>Aclarador natural spf20</td>
<td>Corrector of deep and localized spots, cream with soy extract</td>
<td>30ml</td>
<td>$22.95</td>
<td>0</td>
<td>6th display: Blue and white stand with three products as well as small bag being promoted. A poster is seen on the front promoting the new formula. The logo appears at the bottom.</td>
</tr>
<tr>
<td></td>
<td>Cellular anti age renovación celular nocturno</td>
<td>Facial cream, hyaluronic and magnolia extract</td>
<td>50ml</td>
<td>$55.90</td>
<td>0</td>
<td>7th display: Stand in the shape of a cream bottle promoting the new formula with three tiers of products</td>
</tr>
<tr>
<td></td>
<td>Cellular anti age renovación diurno spf30</td>
<td>Facial cream</td>
<td>50g</td>
<td>$54.90</td>
<td>0</td>
<td>Cellular anti-age, a product focused on more advanced ages was on the highest shelf. It has two gondolas, an independent one and one accompanied by other brands from the same category.</td>
</tr>
</tbody>
</table>

Brand: Nivea
Target audience: Women who are worried about the effects of aging, socioeconomic level 4 and 5.
• Lubriderm
  ○ History of Lubriderm

In 1945, Doctor Louise Schleuse at University of Texas developed Lubriderm. It received that name to describe both its moisturization and dermatological benefits. Exclusively dermatologists and pharmacists used it for patients with sensitive, dry and itchy skin. In 1975 Lubriderm became available in stores after 30 years being used by dermatologists and hospitals. In 2006, Lubriderm became part of the Johnson and Johnson Company.

Table 9. Lubriderm analysis, variables such as product, price, type, P.O.P material and observations.

<table>
<thead>
<tr>
<th>Date/Direction</th>
<th>Product</th>
<th>Type</th>
<th>Presentation</th>
<th>Price (COP)</th>
<th>P.O.P</th>
<th>Observation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Initial date:</strong> 3/14/18 #A 121a-437, Cl 16 #1211</td>
<td>Lubriderm UV 15</td>
<td>Avoid wrinkles, spots and burns</td>
<td>946ml</td>
<td>$39.000</td>
<td>1st pack promotion: Buying a Lubriderm cream you obtain for free makeup wipes from Neutrogena.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>750ml</td>
<td>$25.200</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>400ml</td>
<td>$27.950</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Men's 3 en 1</td>
<td>Liquid cream, body and face, aloe after shave.</td>
<td></td>
<td>$25.950</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Reparación intensa con tecnología liberación controlada</td>
<td>Dry and dehydrated skin, 24H moisturizing</td>
<td>946ml</td>
<td>$37.200</td>
<td>2nd display: Stand with three tiers of new product, first tier is their new product of prevention with UV 30. Second tier is revitalization with ‘exclusive technology’ and the last tier is their restoration product with micro particles and oleic acid. On the top, there is an image of a model accompanied by the text “Piel visiblemente joven por más tiempo”</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>750ml</td>
<td>$32.750</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>400ml</td>
<td>$24.950</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Extra humectante 24H</td>
<td>Non-greasy moisturization</td>
<td>946ml</td>
<td>$29.900</td>
<td>3rd shelf talker: Rectangle frame with red and grey colors. The same model as the display appears on the left hand corner. The top central a white text “Nueva” in black text in bold lettering “Lubriderm’ and non-bold “Etapas”</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>750ml</td>
<td>$27.200</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>400ml</td>
<td>$21.750</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Piel sensible no alergénica</td>
<td>100% free of colorants, perfumes and lanolin</td>
<td>400ml</td>
<td>$22.650</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Avena formula a base de extracto de avena</td>
<td>Nourishes and retains moisture 24H</td>
<td>400ml</td>
<td>$22.800</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(3/14/18) Little product on display but each shelf was occupied from the first to the last level. (3/27/18) La 14 of Alfaguara has the same prices of La 14 of Pance. (5/8/18) more products were displayed this time around. Neutrogena and Lubriderm belong to Johnson & Johnson, which has generated an interaction between both brands, in the independent gondola of Neutrogena you can find Lubriderm products. (8/29/18) In “La 14 de Valle del Líl” and “La 14 de la sexta” both had fully stocked exhibition because of the launch of their new product line.
• Estée Lauder

• 9.1 History of Estée Lauder

In 1946 in New York Estee Lauder and her husband Joseph Lauder created the brand. Initially only caring only four products: cleansing oil, skin lotion, super rich all purpose crème and crème pack. Two years later, the first department store was established in Manhattan.

Over the range of 15 years, they expanded the range and continued to sell product in the US. In 1960, their first international store opened in London, the following year they opened an office in Hong Kong.

In 1968 they opened Clinique, which became the first women’s cosmetic company to introduce a second line for men. In 1990s the company became a publicly-traded, family controlled organization.

It began acquiring other brands throughout the years till present day such as Bumble & bumble, Smashbox, Becca cosmetics and Too Faced cosmetics.
Table 10. Estée Lauder analysis, variables such as product, price, type, P.O.P material and observations.

<table>
<thead>
<tr>
<th>Date/Direction</th>
<th>Product</th>
<th>Type</th>
<th>Presentation</th>
<th>Price COP</th>
<th>P.O.P</th>
<th>Observations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calle 25 # 98 416 local 229</td>
<td>Re-Nutriv Ultimate Age – Correcting creme, ojos</td>
<td>Eye contour, anti-aging cream</td>
<td>15ml</td>
<td>$1,097,900</td>
<td>Product tester: Estée Lauder advanced night repair and advanced night repair eye concentrate. Almost brief like box. The top section the main photo of the model holding up a glass square up to her eye. White text reads “amplifica la belleza de tu mirada” (caps lock) As well as a product shot of their product line.</td>
<td>It is located in Falabella surrounded by brands like Clinique and Inglot. They do not present prices in a visibly way forcing the consumer to undergo an interaction with the employee. The brands employees were not always present in the assigned area generating a bit of difficulty to inquire about the products. It is seen as a high-end brand because of its high prices and layout in Falabella</td>
</tr>
<tr>
<td>Re-Nutriv softing lotion</td>
<td>Soothing toner</td>
<td>250ml</td>
<td>$244,900</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Re- Nutriv ultimate lift age correcting mask</td>
<td>Anti-aging cream, extracts of marine plants. Restores and revitalizes the skin.</td>
<td>50ml</td>
<td>$449,900</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Re- Nutriv ultimate lift age correcting creme, cuello y escote</td>
<td>Firming cream, moisturizes, tones and brightens</td>
<td>50ml</td>
<td>$521,900</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Re-Nutriv ultimate lift rejuventating soft creme</td>
<td>Rejuvenating cream, face. For all skin types</td>
<td>50ml</td>
<td>Precio normal: $1,097,900 Precio internet: $878,320</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DayWear advanced multi-protectora con antioxidantes y defensa anti - UV</td>
<td>Cream, spf 50, moisturizing treatment, translucent texture and light formula.</td>
<td>30ml</td>
<td>$154,900</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Re-Nutriv intense age renewal eye cream</td>
<td>Anti-aging cream</td>
<td>15ml</td>
<td>$542,900</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Table 10. Continuation

<table>
<thead>
<tr>
<th>Product</th>
<th>Description</th>
<th>Volume</th>
<th>Price</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Re-Nutriv ultimate lift rejuvenating oil</td>
<td>Oil, night</td>
<td>30ml</td>
<td>$846,900</td>
<td></td>
</tr>
<tr>
<td>Advanced night repair, mascarilla recuperación concentrada</td>
<td>Mask, all skin types, hypoallergenic</td>
<td>75ml</td>
<td>$307,900</td>
<td></td>
</tr>
<tr>
<td>Hydrationsit máximo moisture creme</td>
<td>Maximum hydration cream 24H, dry skin.</td>
<td>50ml</td>
<td>$172,900</td>
<td></td>
</tr>
<tr>
<td>DayWear BB antioxidant beauty benefit creme</td>
<td>Mixed skin, spf 35</td>
<td>30ml</td>
<td>$149,900</td>
<td></td>
</tr>
<tr>
<td>Idealist, pore minimizing skin refinisher</td>
<td>Pore minimizer, softens the skin, all skin types. No stains, liquid</td>
<td>50ml</td>
<td>$390,900</td>
<td></td>
</tr>
<tr>
<td>Resilience lift restorative oil</td>
<td>Oil, normal skin type, daytime.</td>
<td>30ml</td>
<td>Precio normal: $259,900 Precio internet: $181,930</td>
<td></td>
</tr>
</tbody>
</table>

- Cetaphil
  - History of Cetaphil

Was invited in 1947 by a pharmacist, initially titled “Cetaphil Cleansing Lotion” exclusively used for dermatology needs. It became a very popular brand between dermatologists, pediatricians and other healthcare professionals. Because of its high demand more drugstores began offering the product and in the 1980s it was available nationwide (USA). Cetaphil still currently uses their original formula from 1947.
Table 11. Cetaphil analysis, variables such as product, price, type, P.O.P material and observations.

Brand: Cetaphil  
Target audience: Dermatologist recommended brand, Women with a socioeconomic level 5 and 6. Focused on the protection, cleansing and moisturizing of the skin.

<table>
<thead>
<tr>
<th>Date /Direction</th>
<th>Product</th>
<th>Type</th>
<th>Presentation</th>
<th>Price COP</th>
<th>P.O.P</th>
<th>Observation</th>
</tr>
</thead>
<tbody>
<tr>
<td>3/27/2018</td>
<td>Loción limpiadora cara-cuerpo</td>
<td>Sensitive and dry skin</td>
<td>237ml</td>
<td>$63,00</td>
<td>1st shelf talker: circular shape, top half divided by an image of a mother and child, the logo sitting between them. A green line working as a divider between both halves. The bottom half with a blue background and two product shots accompanied by a white text “El amor de una madre es tan sensible como su piel”</td>
<td></td>
</tr>
<tr>
<td>Centro comercial Alfaguarra, Kilo metro 2, Glorieta #22-75, Jamundí de Alfaguarra</td>
<td>Gentle cleansing bar</td>
<td>Face and body, bar soap, dry and sensitive skin</td>
<td>4.5oz</td>
<td>$36,50</td>
<td>2nd information pamphlet: 4x4 rectangular.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Loción facial hidratante de día con acido hialuronico</td>
<td>Face, lotion</td>
<td>88ml</td>
<td>$123,00</td>
<td>First face: In the center their logo, bold sans serif, white text “Cuidado especializado para pieles sensibles” followed by text in bold also white “Comprende la sensibilidad de tu piel” two product shots and a model on the left side of the area, side of her face is shown with her eyes closed.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Hidratante facial diario</td>
<td>Spf 50, all skin types</td>
<td>50ml</td>
<td>$86,25</td>
<td>Anti-acne (Dark blue) Anti fungal (Red): Had product that did not belong to Cetaphil but the company the imports and distributes Cetaphil Very little variety of products yet the products that were displayed were organized according to category. The entire location was branded, accompanied by images of young women.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Daylong bloqueador solar</td>
<td>Mixed and oily sensitive skin, spf 50, light gel</td>
<td>50ml</td>
<td>$74,40</td>
<td>Anti-acne (Dark blue) Anti fungal (Red): Had product that did not belong to Cetaphil but the company the imports and distributes Cetaphil Very little variety of products yet the products that were displayed were organized according to category. The entire location was branded, accompanied by images of young women.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Emulsion hidratante cuerpo y cara</td>
<td>Sensitive and dry skin</td>
<td>473ml</td>
<td>$92,10</td>
<td>Second face: white background, center top: logo. In blue text all cap locks “Cuidado especializado para pieles sensibles” followed by a product shot of their entire range of product line. Lower half in a light green text, “HUMECTANTES,” below in light blue text “LIMPIADORES,” and in light orange text “PROTECTOR SOLAR DEFENSE:” Each one with their own indication of how it will benefit the consumers’ skin.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Redtoraderma hidratante corporal restauradora</td>
<td>Extra dry skin</td>
<td>295ml</td>
<td>$96,40</td>
<td>Branded: Nivea Bloqueador solar, Eucin and L’Avante</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Redtoraderma limpiadora corporal</td>
<td>Cleans and moisturizes</td>
<td>295ml</td>
<td>$73,65</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Divided into five categories: cleansers, moisturizers, sunscreen, anti-acne and anti fungal. Cleansers (blue color) Moisturizers (Green color) Sunscreen (orange color) Anti-acne (Dark blue) Anti fungal (Red): Had product that did not belong to Cetaphil but the company the imports and distributes Cetaphil Very little variety of products yet the products that were displayed were organized according to category. The entire location was branded, accompanied by images of young women. Brands surrounded Cetaphil: Nivea Bloqueador solar, Eucin and L'Avante.
8.2 RESULTS LOCATION ANALYSIS

- **Layout graphic, analysis of brands**

The locations analyzed were all La 14 because these stores carry the majority of facial and body creams. They tend to be the most visited by the community because of their vast number of brands present as well as the number of branches in Cali and Jamundí that they own.

There are other stores specialized in facial cream but they require prescriptions to acquire and are of a higher price that not necessarily everyone from the general population can acquire.

- **La 14 Paso ancho**

Annexe 1. Area occupying facial cream brands in La 14 paso ancho.

In this establishment Nivea, Lubriderm and Pond’s could be interpreted as the top three brands considering they occupy the most space in the exhibition from top to bottom. Each of the three brands present themselves as a united front, when the consumer first glances at the exhibition, they are immediately bombarded from the first stand to the last with the same brand.

Larger brands tend to occupy a complete section.

Brands that don’t have as much presence are seen filtered between larger brands, for example Arawa K, LEA, Volumia etc. They have the risk of not being seen because of the overwhelming brands around them.

- **La 14 Pance**

Annexe 2. Area occupying facial brands in La 14 Pance.

In this establishment the top brands are Ponds, Nivea, Lubriderm and L’Oreal, they count with the largest occupation of exhibition space from top to bottom. Smaller
brands are filtered in between larger brands, Altex, L’Avante and Pomys would be the “largest” in the category of smaller brands.

Certain brands compared to the other locations aren’t present such as Dermanat, Eucerin and Mussi.

This location is a smaller location compared to the rest for that reason the exhibition of facial cream is smaller as well.

This exhibition is the first aisle the consumer sees the moment they walk in the store.

- **La 14 Valle del Lili**

**Annexe 3. Area occupying facial creams in La 14 Valle del Lili**

Much larger space compared to their location in Pance. Their top brands could be interpreted as Pond’s, Nivea, Lubriderm and Neutrogena. In this location there aren’t as many small brands occupying the exhibition. In this locations the “small brands” would be Pomys, L’Avante, Asepxia, Vasenol, Sairo and Vitú.

The more high-end brands like Cetaphil, Eucerin, Umbrella and Octodir are located in their own exhibition close to Neutrogena and Lubriderm’s exhibition. In the main gondola of facial creams Eucerin nor Cetaphil is present.

- **La 14 de la Sexta**

**Annexe 4. Area occupying facial creams in La 14 de la Sexta.**

The largest space compared to the other branches with the most traffic as well. Their top brands would be Cetaphil, Eucerin, Lubriderm and Nivea because they occupy large sections from the first shelf to the last. In this case the “smaller” brands would be Pond’s, Neutrogena and Johnson & Johnson.
8.3 RESULTS ANALYZING ADS

- Analyzing ads

In the following analysis there was a recollection of ads from different mediums such as: magazines and television commercials. Various elements will be reviewed such as the brand objective, target audience, strategy, tone of communication, colors, type of argumentative and the creative paths used.

The brands exposed are: Tanga, Nerium, Medipiel, Yanbal, Pomys, Pond's and Cicatricure. There are either brands or establishments that cater towards facial care or suncare.
### Ilustración 1. Magazines:

<table>
<thead>
<tr>
<th>Medium</th>
<th>Date</th>
<th>Format</th>
<th>Brand objective</th>
<th>Target audience</th>
<th>Strategy</th>
<th>Tone of communication</th>
<th>Colors</th>
<th>Arguments</th>
<th>Creative paths</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>March 23 - April 14, 2018</td>
<td>Back cover</td>
<td>Daily consumption by incorporation of the product into their daily routine</td>
<td>Women between the ages of 18 to 45 years old</td>
<td>Utilizing an adult woman as the principal character to capture the attention of the reader.</td>
<td>Informative, promoting the benefits and influence of the product.</td>
<td>Bright and lively colors to highlight the freshness of the product.</td>
<td>Logical-argumentative, emphasizing the convenience and benefits of the product.</td>
<td>Problem-solving: How to respond to the issue of maintaining healthy skin and incorporating the product into their daily routine.</td>
</tr>
<tr>
<td></td>
<td>January 5 - February 28, 2018</td>
<td>Back cover</td>
<td>Experience the variety of benefits and scenarios of use</td>
<td>Women between the ages of 18 and 55 years old</td>
<td>Utilizing an adult woman as the principal character to capture the attention of the reader.</td>
<td>Informative, promoting the benefits and influence of the product.</td>
<td>Bright and lively colors to highlight the freshness of the product.</td>
<td>Logical-argumentative, emphasizing the convenience and benefits of the product.</td>
<td>Problem-solving: How to respond to the issue of maintaining healthy skin and incorporating the product into their daily routine.</td>
</tr>
<tr>
<td></td>
<td>3. Aug 17</td>
<td>Double page</td>
<td>Women between the ages of 18 to 45 years old, interested in beauty products with “natural” ingredients</td>
<td>Women between the ages of 18 to 45 years old, interested in beauty products with “natural” ingredients</td>
<td>Utilizing an adult woman as the principal character to capture the attention of the reader.</td>
<td>Informative, promoting the benefits and influence of the product.</td>
<td>Bright and lively colors to highlight the freshness of the product.</td>
<td>Logical-argumentative, emphasizing the convenience and benefits of the product.</td>
<td>Problem-solving: How to respond to the issue of maintaining healthy skin and incorporating the product into their daily routine.</td>
</tr>
<tr>
<td></td>
<td>3. Aug 17</td>
<td>Front page</td>
<td>Women between the ages of 18 to 45 years old, interested in beauty products with “natural” ingredients</td>
<td>Women between the ages of 18 to 45 years old, interested in beauty products with “natural” ingredients</td>
<td>Utilizing an adult woman as the principal character to capture the attention of the reader.</td>
<td>Informative, promoting the benefits and influence of the product.</td>
<td>Bright and lively colors to highlight the freshness of the product.</td>
<td>Logical-argumentative, emphasizing the convenience and benefits of the product.</td>
<td>Problem-solving: How to respond to the issue of maintaining healthy skin and incorporating the product into their daily routine.</td>
</tr>
<tr>
<td></td>
<td>July 15 - August 3, 2017</td>
<td>Back cover</td>
<td>Women interested in health and beauty, looking for products that combine the benefits of natural ingredients and modern technology</td>
<td>Women between the ages of 18 to 45 years old, interested in beauty products with “natural” ingredients</td>
<td>Utilizing an adult woman as the principal character to capture the attention of the reader.</td>
<td>Informative, promoting the benefits and influence of the product.</td>
<td>Bright and lively colors to highlight the freshness of the product.</td>
<td>Logical-argumentative, emphasizing the convenience and benefits of the product.</td>
<td>Problem-solving: How to respond to the issue of maintaining healthy skin and incorporating the product into their daily routine.</td>
</tr>
</tbody>
</table>
Ilustración 2. Television:

<table>
<thead>
<tr>
<th>Medium</th>
<th>Date</th>
<th>Format</th>
<th>Brand objective</th>
<th>Target audience</th>
<th>Strategy</th>
<th>Tone of communication</th>
<th>Colors</th>
<th>Argumentative</th>
<th>Creative paths</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>February 10</td>
<td>8:10 am</td>
<td>Commercial</td>
<td>Women who are preoccupied with the appearance of their skin, as a means of maintaining clear, spot-free skin. To be used by women aged 25 to 35 years old.</td>
<td>Showcasing a very busy, happy woman using the product, as well as a close-up shot of her skin showing its benefits.</td>
<td>Informative, informing the public about Pond's new formula and product as well as the benefits it offers.</td>
<td>Pink, red, black and white. Red, pink, metallic, silver, and white. Red, dark, luxurious and elegant.</td>
<td>Logical - rational: presenting the benefits of the product to new customers and the news that it arrived to the country.</td>
<td>Problem - solution: Problem: signs of wrinkles and aging. Solution: Pond's can fix it. Reducing wrinkles in a week, repairing the skin continuously for 24 hours and renewing the skin.</td>
</tr>
<tr>
<td>Medium</td>
<td>Date</td>
<td>Format</td>
<td>Brand objective</td>
<td>Target audience</td>
<td>Strategy</td>
<td>Tone of communication</td>
<td>Colors</td>
<td>Argumentative</td>
<td>Creative paths</td>
</tr>
<tr>
<td>--------------</td>
<td>-------------</td>
<td>----------</td>
<td>---------------------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------</td>
<td>-----------------------------</td>
<td>-------------------</td>
<td>-------------------</td>
<td>------------------</td>
</tr>
<tr>
<td>Television</td>
<td>August 14</td>
<td>Commercial</td>
<td>Utilizing a big name to legitimize the brand, present a product shot of the primary and secondary packaging for potential consumers as when they are near the exhibit of the brand they will be able to readily identify the brand.</td>
<td>Women 24 to 34 years of age, who are interested in incorporating a daily product in their daily routine, regarding hydration, sun care and preventing lines of expression.</td>
<td>Using a well-known individual as a brand ambassador to validate the brand in itself and bridge the brand, groups of people move towards Caroline Soto to translate into the brand.</td>
<td>Informative and solution-oriented. Caroline Soto comes off as an advisor to the public, recommending a product that works for another brand schedule. Information because it presents the benefits of the product (as well as a product itself).</td>
<td>White, grey, beige, yellow, white, safety, purity, and clarity.</td>
<td>Problem - solution and presentation. Problem: Finding a marketing approach using several tactics such as product protection, skin care control, and prevent lines of expression. Solution: The new line of product solves all those issues without compromising time. Presentation: Utilizing Caroline Soto as a brand ambassador and legitimizing the brand.</td>
<td></td>
</tr>
</tbody>
</table>
• Analysis matrix: interviews

In this section there will be the analysis of both generations in regards to the perception and beauty rituals they have as individuals by utilizing in-depth interviews.

• Generation Z

Perception beauty and vanity:

Table 12. Perception in regards to beauty, vanity and the impact on society, Generation Z.

<table>
<thead>
<tr>
<th>Age</th>
<th>Social class</th>
<th>Perception of beauty and vanity</th>
<th>Impact of society’s perception</th>
<th>Prototypes that exist</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 years</td>
<td>Social class: 6</td>
<td>Idealized stereotype of the women related to socio-cultural events regarding drug trafficking</td>
<td>In a negative way, creating only one type of valid ‘ideology’</td>
<td>Being skinny</td>
</tr>
<tr>
<td>21 years</td>
<td>Social class: 4</td>
<td>Beauty is equal to being thing. Vanity changes depending the individual. Focused generally, hair and eyes.</td>
<td>Beauty is very enclosed, you have to be thin, have straight super smooth hair. Super skinny and long legs, that is the canon of beauty.</td>
<td>Accepted socially is being thin</td>
</tr>
</tbody>
</table>

In regards to perception of beauty and vanity both individuals repeat the importance of being thin and how that has become an ideal beauty society wise. There is an ideal type (canon of beauty) present that they don’t necessarily consider to fit in themselves. Being beautiful is synonyms to having long straight hair, long legs and thin.
• **Self-perception:**

Table 13. Self-perception, personal beauty and values, Generation Z.

<table>
<thead>
<tr>
<th>Age</th>
<th>Social class</th>
<th>Perception of one's own beauty</th>
<th>Missing aspect to complete ones beauty</th>
<th>What values, govern your life</th>
<th>Evolution of your own perception</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 years old</td>
<td>Social class: 6</td>
<td>Beauty fluctuates depending on the day</td>
<td>Personal acceptance</td>
<td>Kindness, empathy, sympathy and being humble</td>
<td>Compared to before, they are now able to see their own beauty. They aren’t as critical of themselves like before.</td>
</tr>
<tr>
<td>21 years old</td>
<td>Social class: 4</td>
<td>Does not fall into beauty canons. Importance in terms of comfort.</td>
<td>Exercise and facial care</td>
<td>Responsibility, punctuality, tolerance and trust</td>
<td>More acceptance and comfort with themselves</td>
</tr>
</tbody>
</table>

This is a reiteration that they don’t necessarily fall into the category of “common” beauty. Beauty is considered something that can change according to variables such as self-acceptance, exercise or facial care it isn’t something static. In regards to how they have changed, self-acceptance has played a large part in how they’ve perceived themselves.

• **Beauty rituals and personal care:**

Table 14. Beauty regimens, daily or monthly, Generation Z.

<table>
<thead>
<tr>
<th>Age</th>
<th>Social class</th>
<th>Daily Routine</th>
<th>Reasons of beauty routine</th>
<th>Nocturnal Routine</th>
<th>Weekly/monthly routine</th>
<th>Important product</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 years old</td>
<td>Social class: 6</td>
<td>Nothing related to beauty because of lack of time (college)</td>
<td>Self perception of beauty</td>
<td>Face soap (10 minutes)</td>
<td>Sundays: facial masks, nails and hair removal. A day for her.</td>
<td>Exfoliants “I always feel refreshed”</td>
</tr>
</tbody>
</table>

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In regards to a beauty routine, one participant has one because of wanting to reflect her inner beauty outside and as well as taking a day to pamper herself while as the other participant has a more structured step by step program of facial care focused on problem areas such as moisturization.

Both participants are still open to try different brands, they aren’t committed to solely one brand in particular. Their routine can potentially have an entire product line because of the weekly and daily routine that they have.

- **Brands of products of beauty and care:**

**Table 15. Brands and products used as well as an ideal brand, Generation Z.**

<table>
<thead>
<tr>
<th>Age social class</th>
<th>Brand used</th>
<th>Reasons to use</th>
<th>Brands that aren't used but remembered</th>
<th>Brands as individuals</th>
<th>Trust in brands used</th>
<th>Purchasing habits</th>
<th>Ideal brand</th>
<th>Ideal brand relationship</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 years old</td>
<td>Neutrogena</td>
<td>Recommendation of a friend</td>
<td>Nivea, L’oreal &amp; Aspexia</td>
<td>Blonde, blue eyes, completely pale. Super soft skin, smells like vanilla and has rosy cheeks.</td>
<td>There is a trust in Neutrogena</td>
<td>Depends. Tends to last two to three months.</td>
<td>Truthful and with natural ingredients. They present the benefits and don't lie or exaggerate the results</td>
<td>Her beauty support. Honest and truthful with her. The relationship be 100% faithful to the brand.</td>
</tr>
<tr>
<td>Social class: 6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21 years old</td>
<td>Neutrogena, Vitú, Lily Pink</td>
<td>Recommendation or gift. Important factor is the economic aspect</td>
<td>Covergirl, Maxylash</td>
<td>Neutrogena: 35-year-old woman. Black hair, well presented, a serious person and very responsible. Vitú: Young, 23 – 25 years old. Happy, extroverted and responsible. Her style is 'cool' for example going to a concert. Lily Pink: Teenager, blonde hair, very</td>
<td>Trust in Vitú, vogue and smart because they showed results.</td>
<td>Depends on the product could be every six months or every year.</td>
<td>Economic and great quality.</td>
<td>A product never turns out bad or of bad quality. They want to feel as if the brand knows them.</td>
</tr>
<tr>
<td>Social class: 4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Table 15. Continuation

<table>
<thead>
<tr>
<th></th>
<th></th>
<th>happy and extroverted. Doesn't let what others think about her affect her. Is always happy</th>
</tr>
</thead>
</table>

Within the brands that are used primarily, there is an impression on how a brand is viewed if it were a person but distinctive psychical characteristics vary depending on the person.

Neutrogena is a brand shared by both participants but it viewed drastically different depending on each person.

Participant 1: viewed as blonde, blue eyes, completely pale. Super soft skin, smells like vanilla and has rosy cheeks.

Participant 2: viewed as a 35 year old women. Black hair and well presented, also a serious and responsible person.

It does speak on how tiny details of how a brand present themselves, be it the color schematic they use, their logo and the visual representations influence on how a brand is seen by the individual.

Both participants primarily view an ideal brand relationship as a genuine, truthful and honest. They want to feel, as if the brand knew them personally as an individual and not another mass audience.
• Advertising and media:

Table 16. Advertising and media used, Generation Z.

<table>
<thead>
<tr>
<th>Age</th>
<th>Remember ads from brand, why?</th>
<th>Where would you like to see ads or new products</th>
<th>Trust in brand, in regards to media used by them, traditional (radio, TV)</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 years old</td>
<td>No</td>
<td>Instagram, easier access.</td>
<td>Trust in brand, in regards to media used by them, traditional (radio, TV)</td>
</tr>
<tr>
<td>Social class: 6</td>
<td></td>
<td></td>
<td>There is no correlation. More important voice to voice</td>
</tr>
<tr>
<td>21 years old</td>
<td>No. Remembers brands such as maxylash and covergirl because of repetition and frequency</td>
<td>Television, in the field (shopping center) voice to voice, recommendations</td>
<td>More confidence in traditional media, ideal if it is linked to digital</td>
</tr>
<tr>
<td>Social class: 4</td>
<td></td>
<td></td>
<td>More confidence in traditional media, ideal if it is linked to digital</td>
</tr>
</tbody>
</table>

According to the interviews, they don’t actually see advertising from the brands that they use or wish to know if. From repetition they have heard of other brands such as L’Oréal, MaxyLash and Covergirl but there are brands that they aren’t interested or have tried and has turned out unsuccessful. Taking into consideration these two individuals, they aren’t being boarded by the brands they consume (ex, Neutrogena and Vitú).

In regards to media, there is a trust towards traditional media but it would be even more ideal if there were a bridge between traditional media and digital media. These consumers primarily buy because of recommendation and voice to voice, they trust in their peers and if a brand becomes synonym to a peer or a trustworthy source, there is a high chance that they will try out the products offered, if it catches their attention.

Speaking specifically on Instagram, a “follow” to them is considered something sacred, they don’t follow anyone just because. For them following a brand means something, they believe the brand needs to offer them a relationship or a bond, be it through tips to be worthy of a follow.

• Generation Baby Boomers

• Perception of beauty and vanity:
<table>
<thead>
<tr>
<th>Age</th>
<th>Perception of beauty and vanity</th>
<th>Impact of society’s perception</th>
<th>Prototypes that exist</th>
<th>Changes in society</th>
<th>What is a beautiful woman?</th>
<th>Changes in adolescences till now</th>
</tr>
</thead>
<tbody>
<tr>
<td>61 years old Social class: 6</td>
<td>Various forms of beauty, not just one form of perfection. Every woman has vanity, it’s bad when it goes to an extreme.</td>
<td>Influx of beauty products, surgery and machinery. More competition between women. Looking for validation in their social group.</td>
<td>There weren’t any prototypes. It was natural beauty, no one wore makeup, and everyone was in jeans.</td>
<td>Now there is a perception that beauty is equated to being thin ‘skinny’ or ‘anorexic’ ‘the on who diets’, there are different focuses no.</td>
<td>Women who are whole on the inside and out. Believes everyone women should consider herself beautiful. Falls on how you feel with yourself.</td>
<td>Changes are affecting everyone. On the inside there is this needs to be at the same standard as your social circle. Before you use to have a certain cycle be it a wife or mother now. It doesn’t matter what age you are, you want to feel good.</td>
</tr>
<tr>
<td>68 years old Social class: 6</td>
<td>Vanity is everything in a women, it’s something very innate. Women are delicate, beautiful and have the motivation to be more beautiful, elegant and younger.</td>
<td>Everyone wants to get surgery, vanity has changed to consumerism and snobbery. For example: fake eyes lashes, permanent eye makeup, Botox.</td>
<td>Connected with the world of cinema. The ‘guitar body’ what was popular was having curves. The examples to follow were beauty queens and actresses. Liz taylor, was an impactful women, an icon of her time. People followed her style.</td>
<td>Now what moves is the money and competition. There are no ‘ugly’ women because personality always outshines, the sweetness and nobleness they have, reflects on the outside. There are no ‘ugly’ women</td>
<td>Now being skinny is more acceptable “the more skinny you are, the more thin you are, the more elegant you look” There are more surgeries to be thin now. There is an underlining worry about on much importance is being put on being thin. Makeup evolves constantly and is something exciting because of the new colors and styles.</td>
<td></td>
</tr>
</tbody>
</table>
Table 17. Continuation

| 68 years old | Both have to do with the vanity. They go hand in hand. | There is a perception of being thinner is better. There are individuals addicted to the gym and getting muscle. | Women use to be more beautiful and natural. The time of drug lords shaped how women became, getting implants. Which led to dangerous surgeries. | Happiness is inside of you. Your body is just a vehicle that will end. Educated and a good personality. | Confidence in her own body. Now women are more liberated in regards to their body. |
| Social class: 4 | | | | |

There is a change in the influx of products available and being sold. They sell the image or illusion that with a certain brand of product the consumer will be beautiful. Before natural beauty prospered and there weren’t as many invasive surgeries, there wasn’t that tangible need to compete between one another, now money is more prevalent.

The commercial aspect has grown, telling women they need these products or that need to get these treatments done.

Life is different than before, women live are more stressful life, competing with societal views. Differences in social class or having certain standards in a social circle have always existed but now they’re more predominant between individuals to be seen as valid. They have to purchase certain brands and products if not they’re seen as inferior.

There is also the aspect that women can still be youthful and care about their appearance even though they’ve aged. They have the right to feel good and perform task to achieve that feeling are valid.

There can be an extremist view to beauty and vanity in which it can become dangerous on how a person views oneself and the parameters they might take to achieve this ‘goal’ such as invasive surgeries or an excessive amount of time in the gym.
• Self-perception:

Table 18. Self perception, evolution of ones perception, Generation Baby boomer.

<table>
<thead>
<tr>
<th>Age</th>
<th>Social class</th>
<th>Perception of ones own beauty</th>
<th>Missing aspect to complete ones beauty</th>
<th>Evolution of your own perception</th>
</tr>
</thead>
<tbody>
<tr>
<td>61 years old</td>
<td>Social class: 6</td>
<td>It’s everything in regards to personality and how she treats or helps others.</td>
<td>Believe there is nothing missing</td>
<td>During her adolescent she never felt that competition. She married young and considers that she never had to go through that phase of competing for boys.</td>
</tr>
<tr>
<td>68 years old</td>
<td>Social class: 6</td>
<td>Considers herself a beautiful woman because she’s a woman. With a sweet face, uses colors to complement that sweetness, as well as the delicateness and tenderness she wishes to present.</td>
<td>She would like to be taller but it isn't something necessary because there are ways to go around it. (Heels)</td>
<td>Before there was a stricter regimen on what to wear, how to do your makeup because of what people might think. Now there are more liberties.</td>
</tr>
<tr>
<td>68 years old</td>
<td>Social class: 4</td>
<td>Focused more on health, considers herself beautiful. Beauty is within.</td>
<td>Before because of her height, she learned to love herself.</td>
<td>Use to live by the “what will people say”</td>
</tr>
</tbody>
</table>

Because of years of self-acceptance and understanding one self, beauty is far more linked with happiness and personality. They believe every woman is beautiful especially taking in consideration a good personality.

There use to be certain aspects that they felt were needed to complete there true body but now they have found ways to work around that aspect or they’ve learned to love it.

On the changes from adolescences to now, varied on where the individual lived for example if they came from a more rural area there perception and experience was much more positive.
### Beauty and skincare rituals:

Table 19. Daily beauty regimen as well as products used and reasons why, Generation Baby boomer.

<table>
<thead>
<tr>
<th>Age social class</th>
<th>Daily routine</th>
<th>Nocturnal routine</th>
<th>Brands/products used Weekly/monthly routines</th>
<th>Brands as individuals</th>
<th>Reasons for brands used</th>
<th>Purchase habits</th>
<th>Reasons for routine</th>
</tr>
</thead>
<tbody>
<tr>
<td>61 years old Soci al class: 6</td>
<td>Morning: 1. Face cleaning, cetaphil or face wipes 2. Moisturizer 3. Eye cream 4. Sunblock 5. Blush</td>
<td>1. Face cleaning, cetaphil or face wipes 2. Moisturizer 3. Eye cream 4. Chapstick</td>
<td>Cetaphil Neutrogena (scrub) Clinique and Sesderma</td>
<td>Yearly checkup with the dermatologists Micro-peeling Facial treatments Deep cleaning Weekly scrub (Neutrogena)</td>
<td>Clinique: like an executive, fresh Sesderma: A mature woman who wants to take care of her skin.</td>
<td>Recommended by dermatologist.</td>
<td>When her sons come to visit or she go to the US because it's far cheaper to buy. Or if they are doing any sales in Colombia</td>
</tr>
<tr>
<td></td>
<td>To become clean of impurities (makeup and pollution) 1. Clean face without soap 2. Astringent 3. Moisturizer 4. Nourishing cream for eyes Makeup</td>
<td>1. Remove eye makeup with a special cream 2. Remove makeup 3. Astringent 4. Night cream Vitamin C for lips, hands and body. Uses special silk pillows</td>
<td>Lancôme, Vitamin E Leha (base of pure nacre shell)</td>
<td>Cleansing treatments for the face.</td>
<td>Lancôme: Kate Hudson appearance (blonde hair and green eyes) with beautifu l sign, a wonderful woman.</td>
<td>Perfers to purchas e in the US because it's far cheaper</td>
<td>Taught at a young age the importance of a good skin care routine. Was taught the repercussion s of not taking care of ones skin.</td>
</tr>
</tbody>
</table>

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Table 19. Continuation

<table>
<thead>
<tr>
<th>68 years old</th>
<th>Social class: 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Cleans face</td>
<td>1. Makeup remover</td>
</tr>
<tr>
<td>2. Removes makeup</td>
<td>2. Face cream</td>
</tr>
<tr>
<td>3. Eye cream</td>
<td>3. Eye cream</td>
</tr>
<tr>
<td>5. Eye shadow</td>
<td>5. Foot cream (vaporub)</td>
</tr>
<tr>
<td>6. Lipstick</td>
<td>Pond’s and Natura</td>
</tr>
<tr>
<td>Pond’s: Hair mask</td>
<td>Pond’s: Hair mask</td>
</tr>
<tr>
<td>Pond’s: Good quality and fits to your budget.</td>
<td>Pond’s: Good quality and fits to your budget.</td>
</tr>
<tr>
<td>Natura: Family recommendation</td>
<td>Natura: Family recommendation</td>
</tr>
<tr>
<td>Every time they finish the product completely.</td>
<td>Every time they finish the product completely.</td>
</tr>
<tr>
<td>Skin care primarily</td>
<td>Skin care primarily</td>
</tr>
</tbody>
</table>

Each individual has an established routine or looking for an entire product line to utilize as an established routine. It has surged either because of professional recommendation or years of trial and error and finding the "perfect brand" for them. Compared to before, now there are far more treatments, brands and products to try from and will continue to advance throughout the years. To a certain degree they take into consideration recommendations but they are already faithful to brands.
• **Brand and products:**

Table 20. Brand trust, values and benefits looked for, Generation Baby boomer.

<table>
<thead>
<tr>
<th>Age</th>
<th>Social class</th>
<th>Trust in brand</th>
<th>Values that a brand should have</th>
<th>Values similarities</th>
<th>Motivation to try new brands or products</th>
<th>Benefits looked for</th>
</tr>
</thead>
<tbody>
<tr>
<td>61 years</td>
<td>Social class: 6</td>
<td>If there are brands recommended by a dermatologist, there is an innate trust.</td>
<td>Credibility, transparency, responsibility, honesty</td>
<td>Transparency and honesty</td>
<td>Recommended by dermatologist.</td>
<td>Anti-spots, rejuvenation, moisturizer</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>68 years</td>
<td>Social class: 6</td>
<td>Faithful to Lancôme, they've won her over. In the US boosters have more motivation in regards to interacting with a potential client.</td>
<td>Innovation and leadership</td>
<td>Innovation and growth</td>
<td>Apart from Lancôme, no reason to try other brands, does not have the same trust.</td>
<td>Moisturizer, wrinkle prevents, nourishment</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>68 years</td>
<td>Social class: 4</td>
<td>There isn’t complete trust, views how the brand has affected others (friends and families). trust falls more on Pond’s</td>
<td>Economic</td>
<td>Transparent</td>
<td>Recommendations</td>
<td>Rejuvenation, cleanser, moisturizer and firming</td>
</tr>
</tbody>
</table>

One individual considers that there is a lack of customer interaction with the brand at their store location, they feel as if there isn’t an interest to sell or to discuss their latest products, compared to the United States location where they are more interested in interacting with the consumer, giving them samples and gifts as well as tailoring the products sold to the individuals age and benefits looked for. If it weren’t for the previous fidelity they had to the brand they would have been disappointed with the treatment.

Compared to the other individual, whose trust in brand relays on their dermatologist. They don’t believe in trusting a brand just because of their high value or brand name, if they see results they believe in the brand. They are very careful in regards to their skin especially with their age they don’t want to do any irreversible damage.
Ideally it would be a brand with products that are scientifically proven and developed by specific laboratories, they want the brand to evolve with them and continue to offer different benefits through the years.

- Advertising and media:

Table 21. Advertising and media used, Generation Baby boomer.

<table>
<thead>
<tr>
<th>Age Social class</th>
<th>Viewing advertising</th>
<th>Seen any advertising</th>
<th>Like or disliked advertising</th>
<th>Media viewed</th>
<th>Brand ambassadors</th>
<th>Where would you like to become aware of new products</th>
</tr>
</thead>
<tbody>
<tr>
<td>61 years old Social class: 6</td>
<td>Doesn’t influence their purchase</td>
<td>Clinique</td>
<td>Indifferent</td>
<td>Magazine</td>
<td>There aren’t any linked to Cetpahil</td>
<td>Internet primarily</td>
</tr>
<tr>
<td>68 years old Social class: 6</td>
<td>Would love to view and learn about the new products coming out</td>
<td>Yes, magazines</td>
<td>Considers that the ads are missing something crucial. They need to captivate attention.</td>
<td>The stand at the local store and magazines</td>
<td>There aren’t any that they link to Lancôme</td>
<td>Mainly traditional media, email marketing</td>
</tr>
<tr>
<td>68 years old Social class: 4</td>
<td>Found it interesting but didn’t know if they could completely trust what was being offered</td>
<td>Commercials with brand ambassadors (Pond’s)</td>
<td>Curious on whether it works</td>
<td>Television</td>
<td>Doesn’t remember</td>
<td>Television</td>
</tr>
</tbody>
</table>

The majority of those interviewed viewed a lack of credibility in adverts because of the bad reputation of exaggerating the truth to sell a product. It doesn’t influence them to try new brands but more to become aware of the new products from the brands that they already trust.
9. CONCLUSIONS

9.1 BABY BOOMERS

Focusing first on baby boomers, brands use a more logical – rational approach because they understand that what this demographic is looking for is results, they want to build trust with a brand that will deliver what they are being advertised. The brand displays the benefits that the product line will offer the consumers using words as ‘innovated’, ‘revolutionary’ ‘exclusive’ or ‘most advanced’ it’s scientific dialogue being used to create a more valid approach.

Because this demographic pays a higher cost than compared to others, the primary and secondary packaging are vastly different, they have to be synonyms of elegance and high end even if the brand isn’t necessarily high end.

The primary colors being used are black and gold, black is associated with power, strength, elegance, rebellion and sophistication while gold is associated with courage, wealth and wisdom. Which in a way transmits how the brand wants the women to view a potential version of herself after acquiring the brand or product line.

Because of these reasons the values they use primarily are of youthfulness, inner beauty reflecting outer beauty, complete carefree enjoyment, innovation and leadership in the market.

Focusing on media, primarily the focus is on traditional media such as television and magazines as well as point of purchase material that attracts their attention during the course of their shopping trip such as banners, displays, price promotion and shelf talkers.

They want to transmit that they are the top brand of that demographic, which can be evidenced by the product line focused on that generation which offers different benefits such as moisturizing, anti – wrinkles, rejuvenation, diminish spots, lines of expression and renovate the skin as well as lifting the skin.

Returning to the perceptions and beauty rituals these generation have can help understand more their perceptive. They believe that brands are telling them that by acquiring certain products they will be beautiful and that results can be seen almost instantaneously, there isn’t as much faith in adverts as before because of the cases
of exaggeration and deceit done by previous brands. There is also the social pressure of buying certain brands as well to be socially accepted.

All in all this generation tends to have an established routine in their daily life which means they have an establish brand which they are faithful to and believe wholeheartedly.

9.2 GENERATION Z

Moving on to generation z, in regards to the colors used are blue, white and pink. White is synonyms of goodness, innocence, purity and cleanliness. Blue symbolizes loyalty, strength, wisdom and trust. Finally pink is associated with sweetness, playfulness, femininity and tenderness. These colors represent how the brand views its target audience.

Their approach towards this demographic in particular is more towards a possible future in which the consumer does not take care of themselves and ends up with horrible skin which can be solved by acquiring a brand that will adapt to your needs, as well as the dialogue being focused on time efficiency, it’s an audience that is either in school or starting college and they don’t always have free time on their hands to establish a skin care routine.

In regards to the media, in the in-depth interviews it was explained that an ideal relationship with the brand would be through traditional and digital media. Unfortunately those interviewed said that they didn’t view advertisements from the brands that they consumed.

This generation is looking for an honest, open, trustworthy, economic and understanding brand, which will always place the consumer first regardless of other influences.

Focusing on the perceptions of beauty and rituals, there was this perception that beautiful had become synonyms with being thin, the canon of beauty in society is “long straight hair, long legs and thin” which those interviewed believe they didn’t fall into but regardless how grow to love themselves through self-acceptance. They aren’t completely bonded to a particular brand and are open to try new recommendations, they wish to reflect their inner beauty on the outside.
9.3 COMPARATIVE CONCLUSIONS

What was found in common between both generations is the creative path they use which is normally problem – solution, in every case the solution is the brand itself; this has the risk of become common and repetitious. They are many different creative paths to take in regards to communication or creating a scene that can attract attention and make the consumer think, according to Luis Bassat there are twenty basic creative paths than can be transformed and used.

As well as the benefits in common are prevention and skin renewal. Taking into consideration what the brands are advertising it could be interpreted that what worries both generations are wrinkles and expression lines. The brands try to appeal towards youthfulness and staying young.

In regards to the comparative analysis of the advertising strategies used for both generations there is a dialogue present that caters towards the inner fear of a woman surrounding the internal fear of aging or appearing in a non-flattering manner in any given scenario. Brands want to implement themselves into the consumers’ life as a regular occurrence and create a subconscious need of repurchase.

Brands present certain polished models or brand ambassadors to create an image of what type of woman they represent, usually women of a younger age range even though the product may be catered towards older women. In the brands analyzed one brand in particular broke this mold (L’Orèal) by utilizing Jane Fonda, who is eighty years old. The dialogue used is to show how effective and life saving the brand has been in their life, urging the consumer to buy and feel the same way as them.

The differences between the way brands communicate towards both generations is the slight differences in tone between prevention and recuperation in regards to the skin benefits, the tones of colors utilized to signify youthfulness or elegance, highlighting the differences in regards to each demographic. Taking into consideration that both age groups are on different walks of life it’s understandable that they way a brand communicates shifts.


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ANNEXES

Annexe A. La 14 Paso ancho

Annexe B. La 14 Pance

Annexe C. La 14 del Valle de Lili
Annexe D. La 14 de la Sexta