

Rachel Schroeder

Dr. Collins

Ads, ads, ads; A look at the number three.
in magazine advertisements.

The American public is an audience that manufactures adore. Where else is the response to buy so great? One thing that the American public is in contact with everyday is advertisements. Advertisements are wonderful because by placing pictures and words on a page, thousands of people will purchase their products. Why is the response so great? Simply because with or without realizing it, advertisers use folklore on a daily basis. One way that they do this is by using the number three in their ads. The public is more comfortable seeing the number three, whether it be three products in an ad or three words in an ad. What people are more comfortable in seeing, the more comfortable they will be in buying it.

All of the ads that ~~will be~~ looked at deal with one of two subjects; body products for the face and hair and clothing products.

Forty percent of the advertisements deal with products for the face and hair. In a magazine for teenagers, one of the main type of advertisements are body care products. Teenagers are one of the largest groups that purchase these products, so it makes sense that almost half of the articles found deal with this subject. Thirty percent of the ads were taken from the same month, March. March is the first month in which advertisements for prom dresses are seen. With the perfect dress, the prom goer must have the perfect skin and hair, anything less than perfect is unthinkable. In all the ads, the fact that there are three products is readily seen.

Sixty percent of the advertisements deal with clothing. Every article of clothing is seen, from jeans to formal dresses. In all six ads, the three models jump out at the viewer, who can think about the fact that by wearing certain clothes they will have not one best friend but two! Where else can a person get a deal like this one?

Every person in America buys clothes. Teenage girls spend more time picking out clothes and buying them than any other age group. Keeping this in mind, it is easily understandable that the majority of advertisements found are ads for clothing. By showing not one, but three girls having a good time, wearing a certain brand of clothing, the product becomes more desirable.

Twenty percent of the clothing advertisements show formal dresses. Both of these ads come from the March issue. Again, March is the first month in which advertisers advertise prom dresses. March is close enough to prom time that a girl can start looking for a dress, yet far-off enough to give her time to change her mind to find the perfect dress.

The remaining forty percent of the clothing advertisements deal with every day casual wear. In today's society, everyone wants to have a comfortable lifestyle. One of the best ways to show society this is to wear clothes that show this. What better clothes can depict this than a t-shirt and a pair of jeans. What is more important than being comfortable? Nothing. Then why not dress that way, after all, the clothes make the man.

By having the majority of advertisements in a magazine clothes related, the manufacturers are subscribing to what the public wants. If the public sees what they want, they will buy it. The advertisements make this happen.

Teenage girls are most preoccupied in how they look and what they wear. It only seems right that advertisers cater to them. By using three products or three models, people will be more comfortable with what they are buying. Three is the perfect number. Two is not enough and four is too many.

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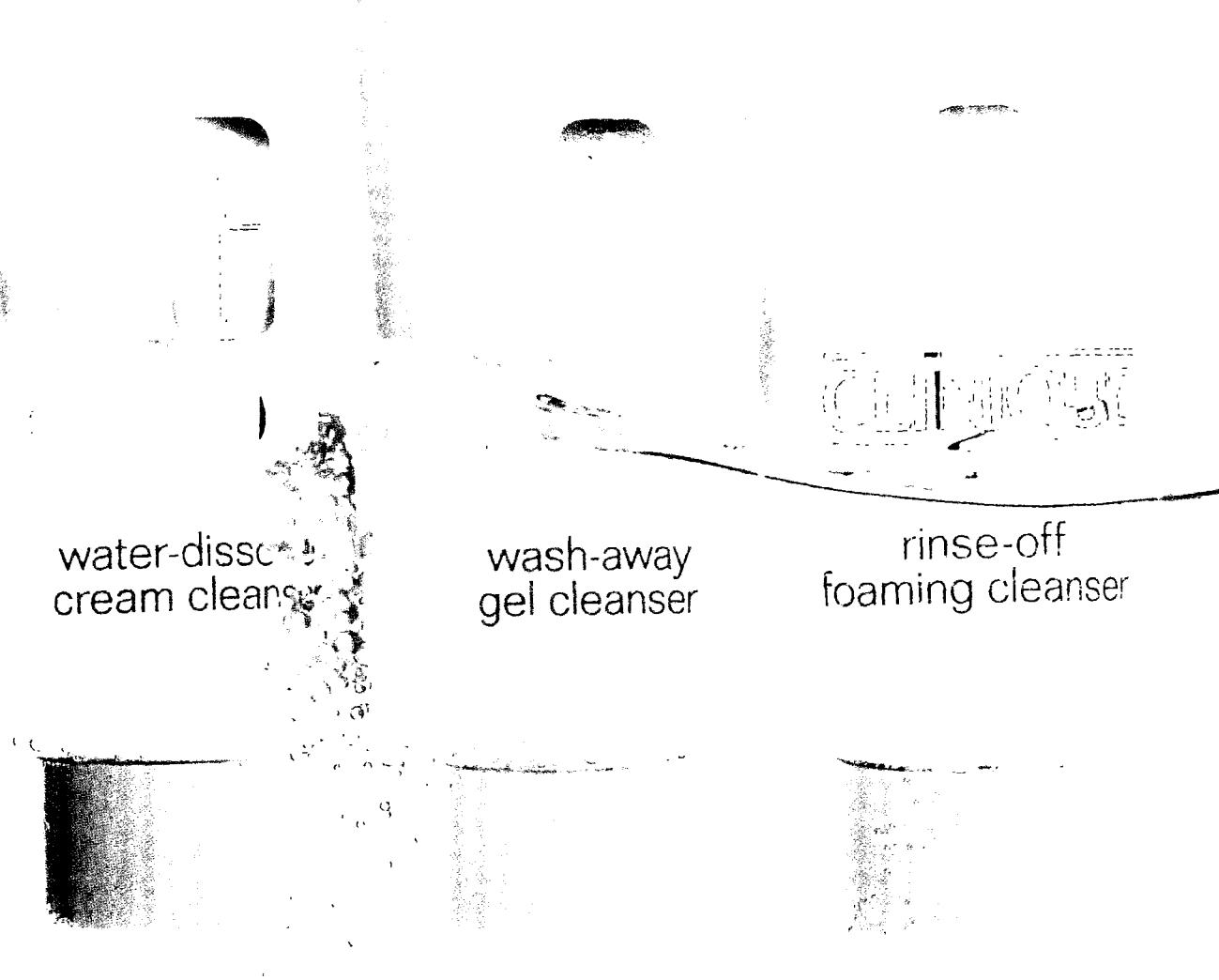
Catalog of Advertisements and Sources

1. Advertisement for Clinique facial products. Three products.
Source; Seventeen magazine, P11, March 1994, Volume 10s.
2. Advertisement for Neutrogena soap. Three bars of soap. Source:
Seventeen Magazine, p44, March 1994, Volume 10s.
3. Advertisement for Neutrogena acne treatment. Three products.
Source; Seventeen magazine, p42, March 1994, Volume 10s.
4. Advertisement for Flirtations clothing. Three models. Source;
Seventeen magazine, p79, March 1994, Volume 10s.
5. Advertisement for Nadine clothing. Three models. Source;
Seventeen magazine, p147, March 1994, Volume 10s.
6. Picture of girls with caption "Friends for Life." Three
girls. Source; Seventeen magazine, p39, March 1994, Volume 10s.
7. Advertisement for Steel jeans. Three models. Source;
Seventeen magazine, p40, March 1994, Volume 10s.
8. Advertisement for E.N.U.F. jeans. Three models.
Source; Seventeen magazine, p95, March 1994, Volume 10s.

9. Advertisement for Studio haircare products, Three products.

Source; Seventeen magazine, p15, April 1994, Volume 12s.

10. Advertisement for YES clothing. Three blocks of pictures in three rows. Source; Seventeen magazine, p18, April 1994, Volume 12s.



water-dissolvable
cream cleanser

wash-away
gel cleanser

rinse-off
foaming cleanser

Hard on acne. Easy on your skin.

Get tough with breakouts!
All the effectiveness of
10% benzoyl peroxide treatments
—without the irritation.

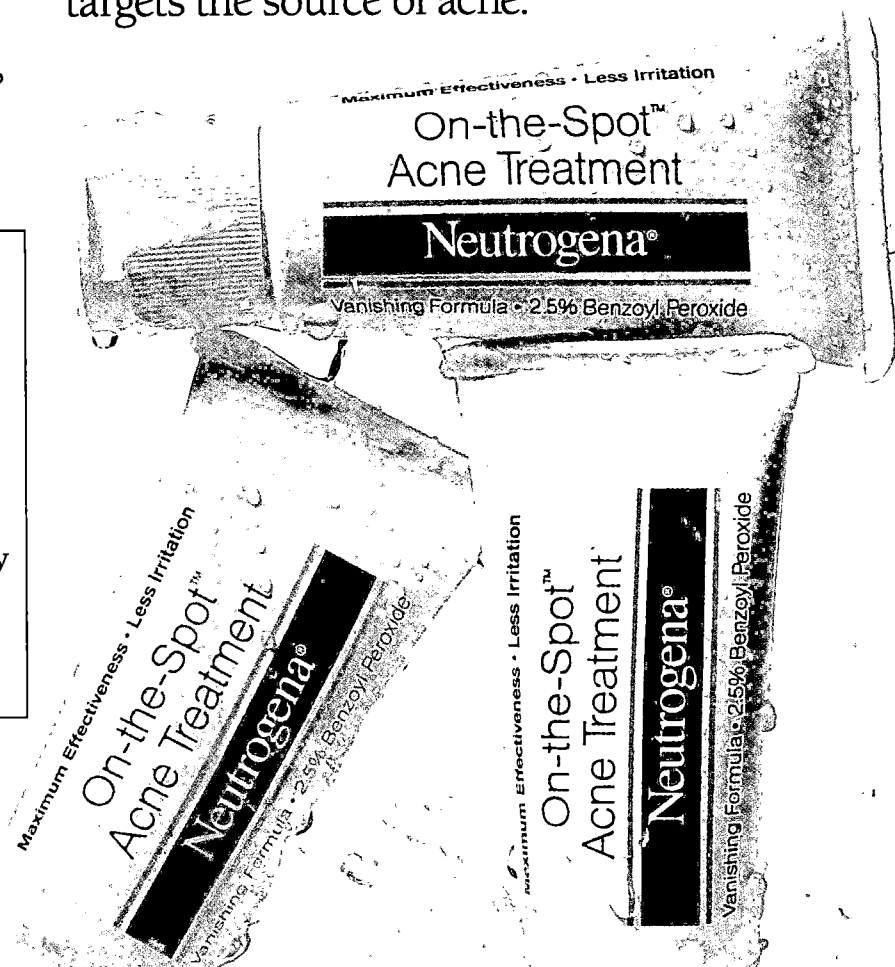
Give your face a break with our
gentle 2.5% benzoyl peroxide
formula!

Special medicated blend of
ingredients penetrates deep—
targets the source of acne.

It's all work,
no hurt!

How to break the breakout cycle

Harsh acne treatments
can strip your skin dry,
irritate pores, really
make skin crazy.
Neutrogena calms skin
down—quickly, gently—really
effectively, to help
break the breakout cycle
and save your skin.



NEW CABOODLES OFFER A \$20 VALUE, ONLY \$3.95!

(plus \$1.00 for shipping and handling)

Mail in now for generous sample sizes of Neutrogena® products—On-the-Spot Acne Treatment, Oil-Free Acne Wash, Acne Mask, Antiseptic Cleanser and Moisture SPF 5—all packed in a special Caboodles kit. Plus get an informative Acne Care Guidebook and more than \$5.00 in coupons, good towards the purchase of full-size Neutrogena products.

To receive a Kit, send \$3.95 plus \$1.00 for shipping and handling (total \$4.95), in check or money order to: Neutrogena Corp., Dept. V, P.O. Box 3440, Monticello, MN 55565-3440.

Please allow 6-10 weeks for delivery. Limit three kits per household. Offer expires September 30, 1994, or while supplies last. Offer good only in USA.

Name

Address

City

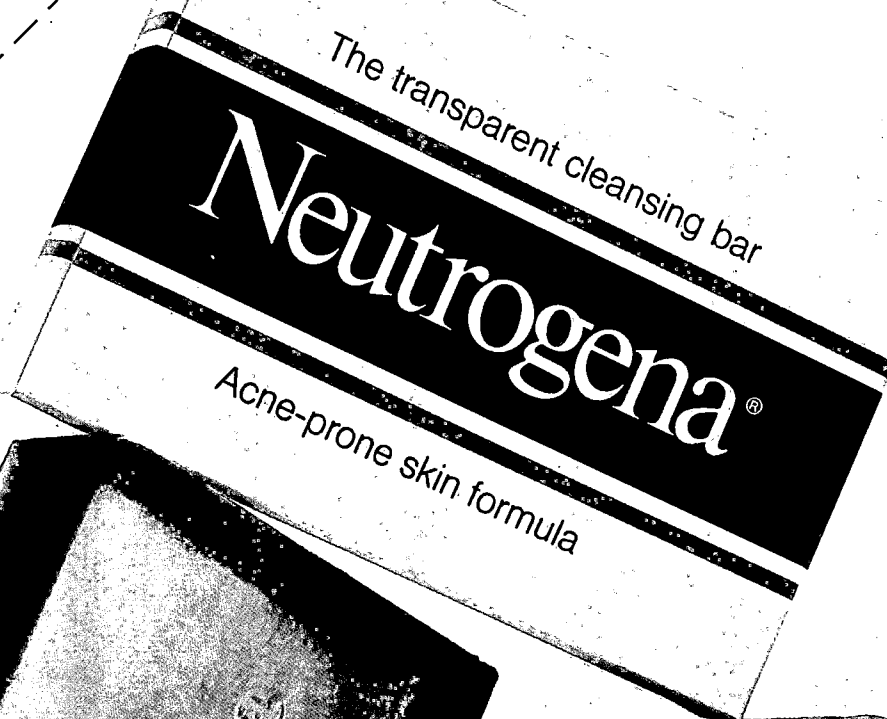
State Zip

What Neutrogena Acne product have you used before?

Intended user's age:



Rinse away acne-causing dirt, excess oil and residues without over-drying your skin or clogging your pores. Neutrogena® Cleansing Bar for Acne-Prone Skin is the glycerin bar dermatologists recommend. Preservative-free, dye-free to keep your skin trouble-free.



Neutrogena®

A C N E - P R O N E S K I N

Available in the Neutrogena Section



Flirtations

FROM

Alfred Angelo Dream Maker

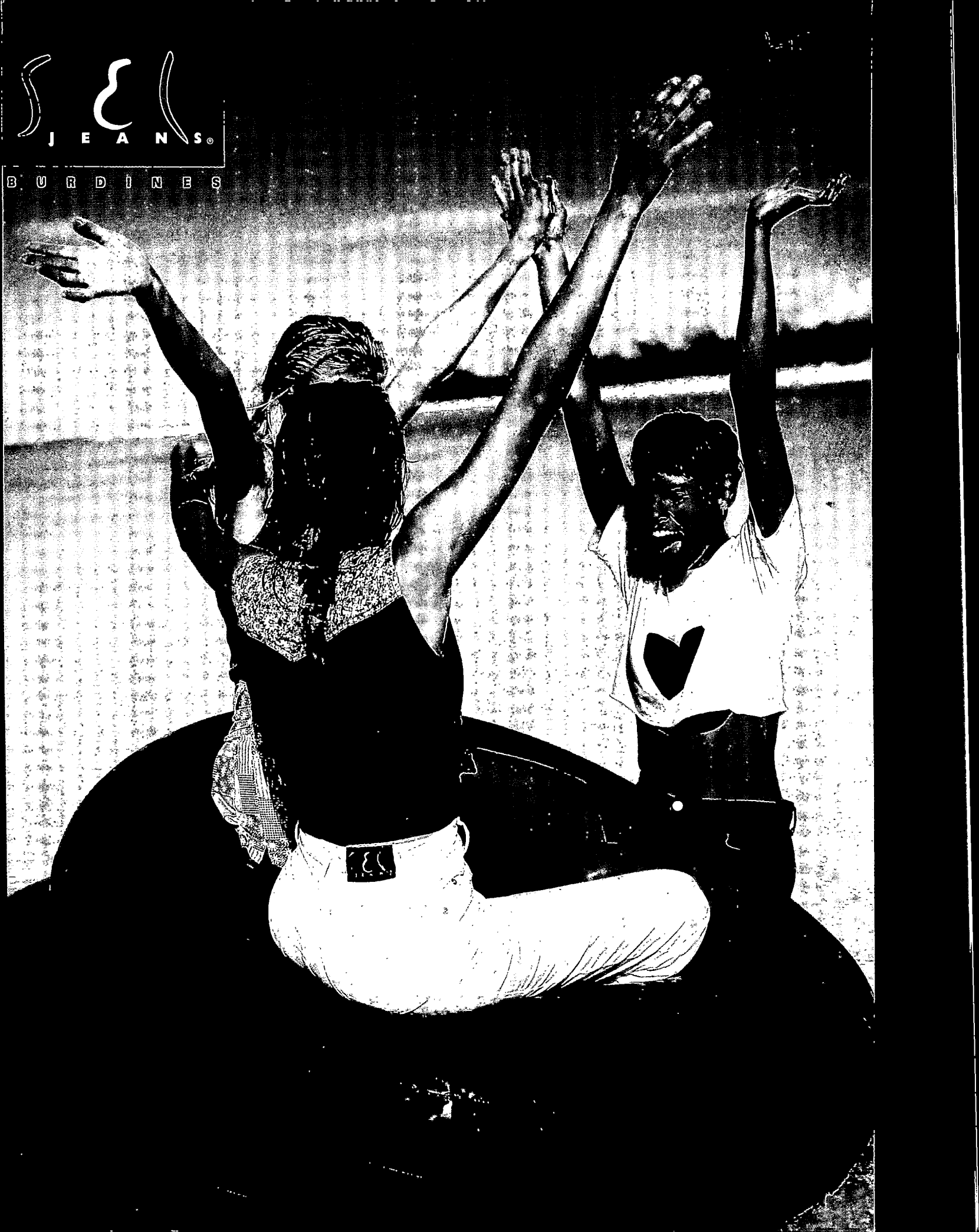
NADINE
FORMALS AND PARTY DRESSES



friends for life!

JEANS®

BURDINES



1-13



i am



JEANS, TOPS, SPORTSWEAR, CLOTHES TO LIVE IN FOR WOMEN, MEN AND CHILDREN

available at selected Nordstrom and other fine stores

NEW Simply Straight™

AT LAST, STRAIGHT HAIR
GETS THE ATTENTION IT DESERVES.

Now only Studio®
gives you straight hair that
makes such a statement.
So boost up the shine. And
feel free to let it all fall down.

■ Clean Lines™

Holds shape together in a
natural, lightweight line.

■ Sleek Ends™

Refines rough edges.
Defines unruly ends.

■ No More Flyaways™

Eliminates static so
style stays smooth.



STUDIO LINE®

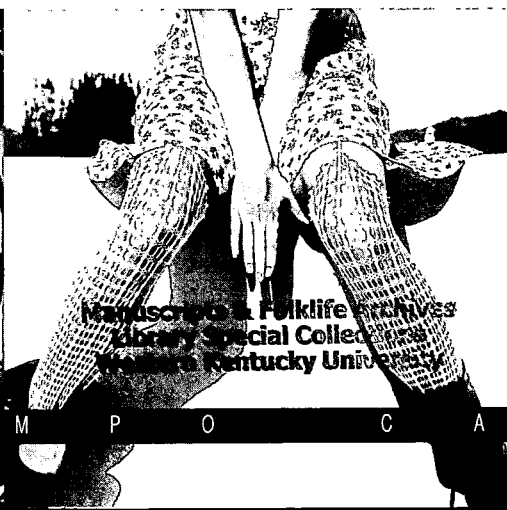
ANY LOOK, ANY STYLE, ANY WAY YOU LIKE IT.



YES

(LOTHING ©)

be your own.



C O N T E M P O R A R Y S U A L S