Student’s Name

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When one hears the words, “Easy, breezy, beautiful, CoverGirl,” she automatically thinks of the popular makeup brand. The company has adopted the phrase and made it a household mantra that is connected with their brand.  It emphasizes the common belief that women have to look young and beautiful or else they will be unappealing. The CoverGirl advertisement uses the rhetorical strategies of ethos, logos and pathos to help sell their products.  
                 One of the rhetorical strategies, used by CoverGirl, is ethos. CoverGirl is a popular American makeup brand. It was founded in 1958 (1). Celebrities influence the audience. Some of the many popular celebrities include are Ellen DeGeneres, Sofia Vergara, Drew Barrymore, Taylor Swift, and Queen Latifah. They endorse the products and because of their fame, they establish credibility. By using more than one celebrity as the face for their products, Cover Girl establishes even greater credibility. All of the celebrity endorsers are women. Women are the ones who use the makeup. They are the ones who look flawless on the red carpet.

Ethos is not the only rhetorical strategy used by CoverGirl. Another rhetorical strategy that the ad uses is logos. Queen Latifah tells her audience that they can save time and money by using the product she is advertising (Queen). The ad also use the slogan, “Department store beautiful for less” (Drew).  They are trying to convince the audience to buy the product by saying that it is just as good as department store brands, and it is cheaper. It is quality makeup for less. Why would anyone spend more money on a product if she can get the same product for less? This appeals to logic.

                    Pathos is another strategy used by Cover Girl. It is a cosmetics company so its target audience is women. CoverGirl does not target one specific group of women, or one age group. Instead, it incorporates diversify into its commercials, so that more customers are attracted to the product. The notion, that CoverGirl promotes, is that women should be perfect at all times. In the commercial, Ellen pokes fun at women who are aging and she encourages them to try to cover the wrinkles with their products. Her message is introduced with humor, but it also appeals to a person’s fears. CoverGirl uses Ellen DeGeneres to appeal to women who have busy schedules, want to look fresh, but do not want to fuss with heavy make-up. CoverGirl uses Sofia Vergara to appeal to the Latina/Hispanic women. Taylor Swift captures younger women. Drew Barrymore appeals to the edgier audience. Queen Latifah is used to appeal to women of color. The older celebrities appeal to older women.

In summation, Ethos, logos and pathos are all rhetoric strategies used by CoverGirl in their advertisements to help them appeal to the audience and sell their product. Companies use these techniques in their multimillion-dollar advertisement campaigns. Every business wants to sell the audiences on why they should buy their product. What better way to do that than to use celebrities who have influence over the public?

Works Cited   
  
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