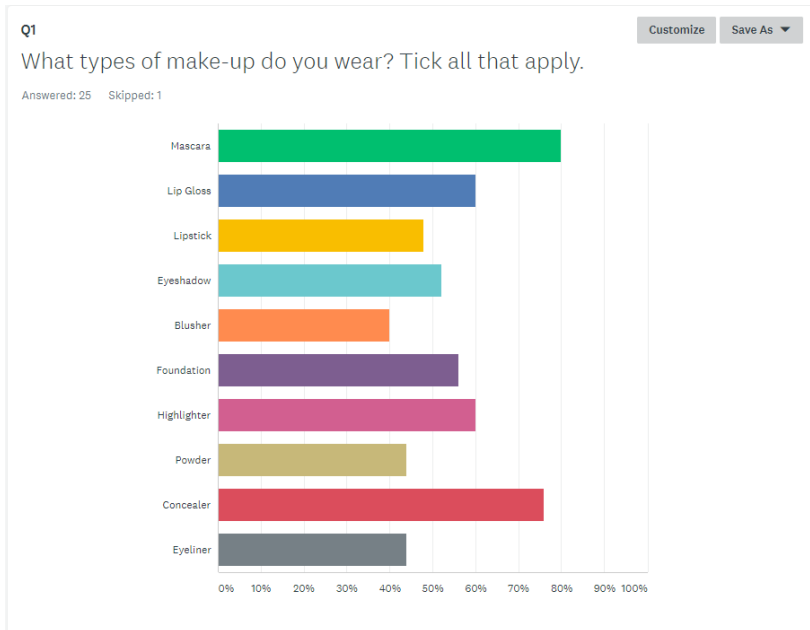
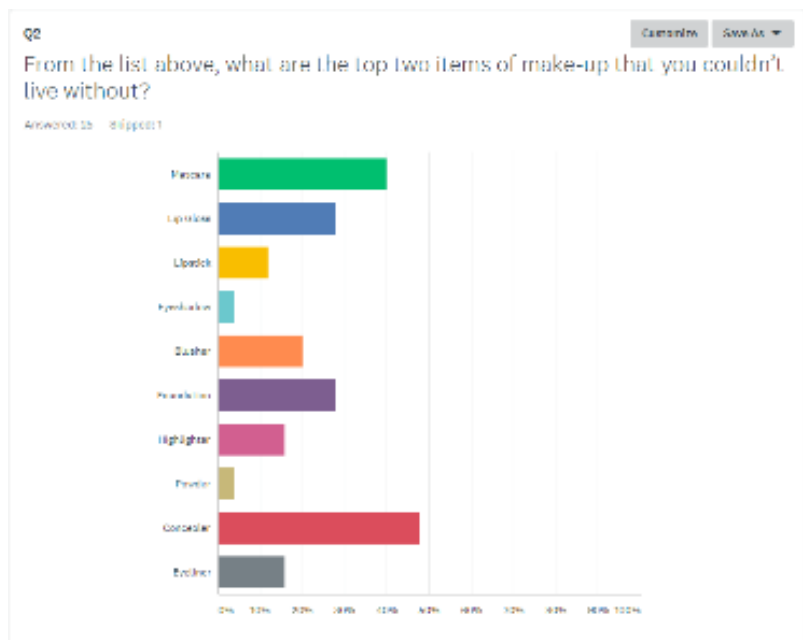


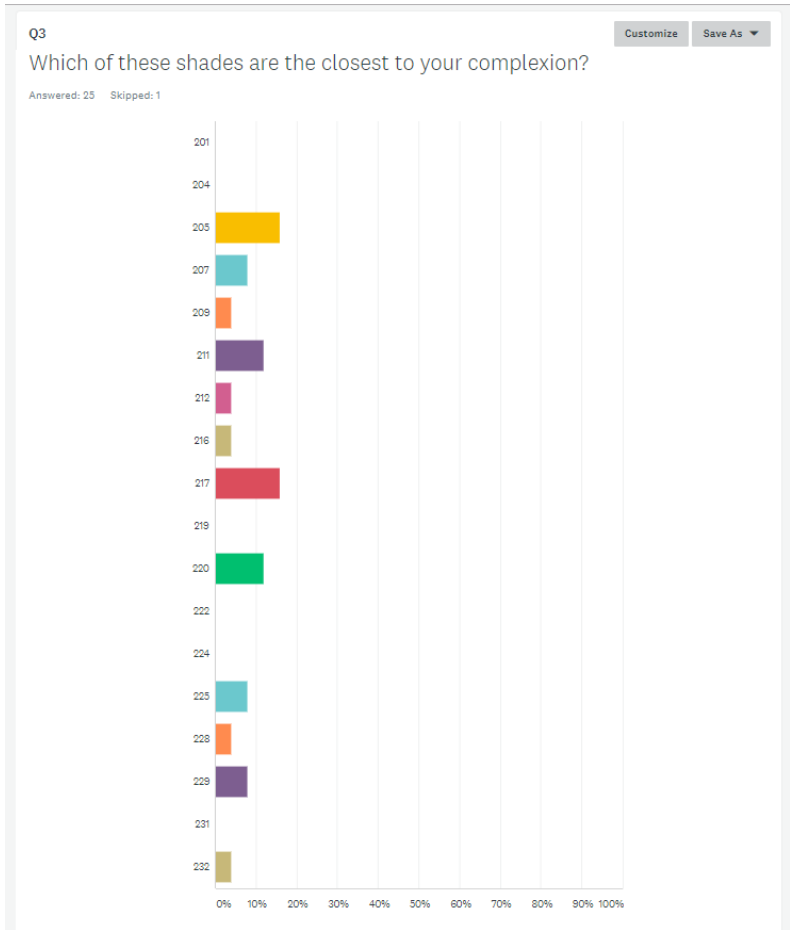
# Survey Results Analysis



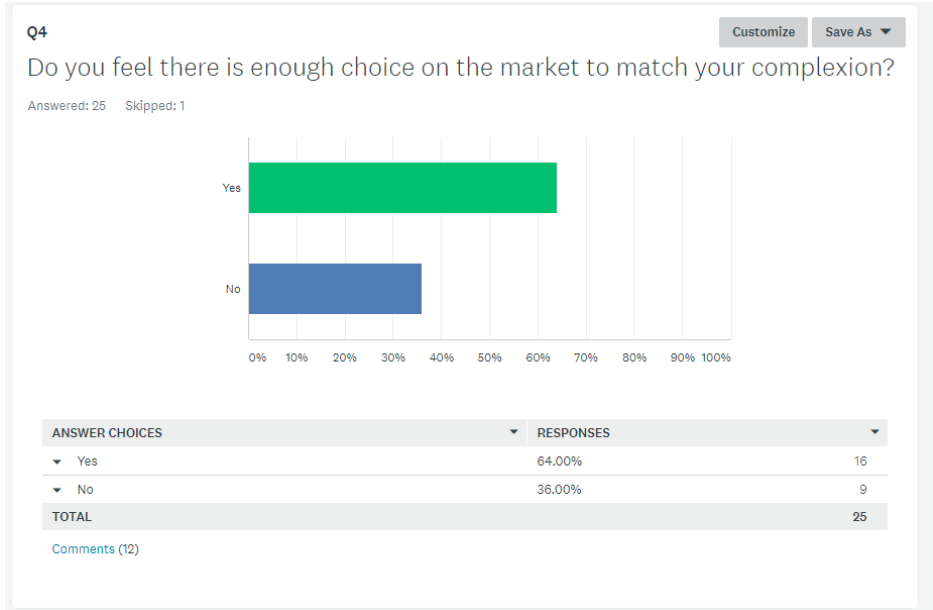
From the results above it is clear that the majority of people wear mascara and concealer which means it will be most effective to produce an advertisement for mascara and concealer in order to appeal to my target audience.



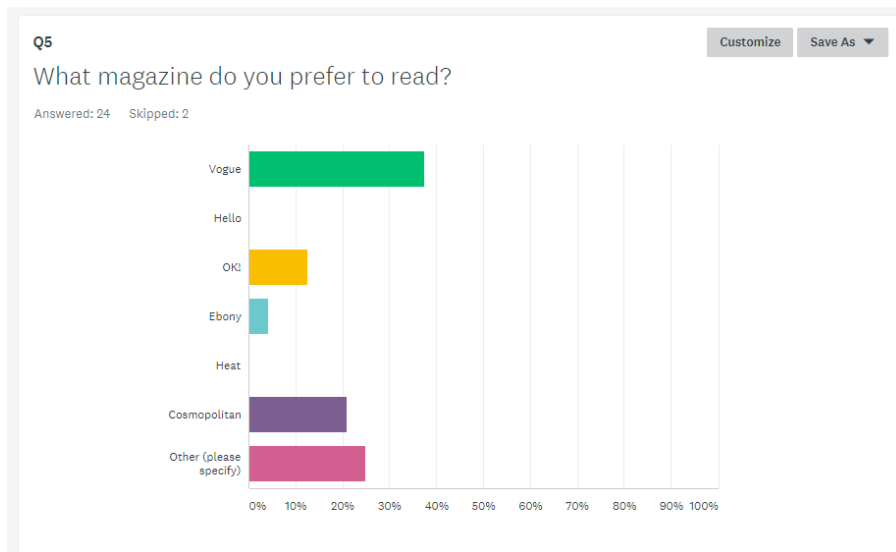
From the results above it is clear that the majority of people cannot do without concealer and mascara this means that these will be the most effective product to advertise in order to attract my target audience as these products appear essential to them.



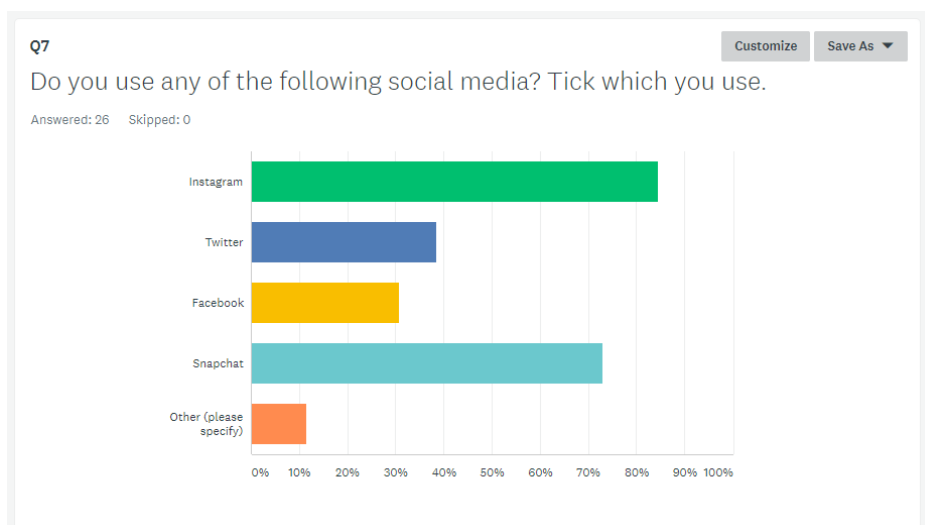
The sample of those being surveyed were given a list of shades that were numbered. They had to pick the shade that they believed was the closest colour to their complexion. Over half those surveyed considered their complexion to be of shade number 216 and higher, a complexion of colour. Therefore I have decided to target my advertisement to women of colour.



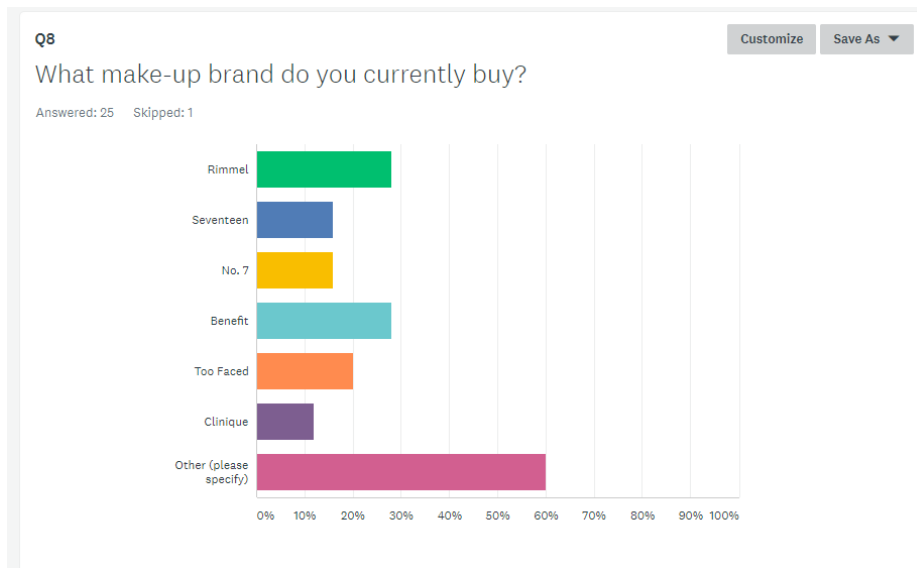
From those surveyed 64% said that they feel there is enough choice on the market to match their complexion. This information supports a persuasive advert. An advert needed to persuade consumers to buy my product(s) over other choices on the market.



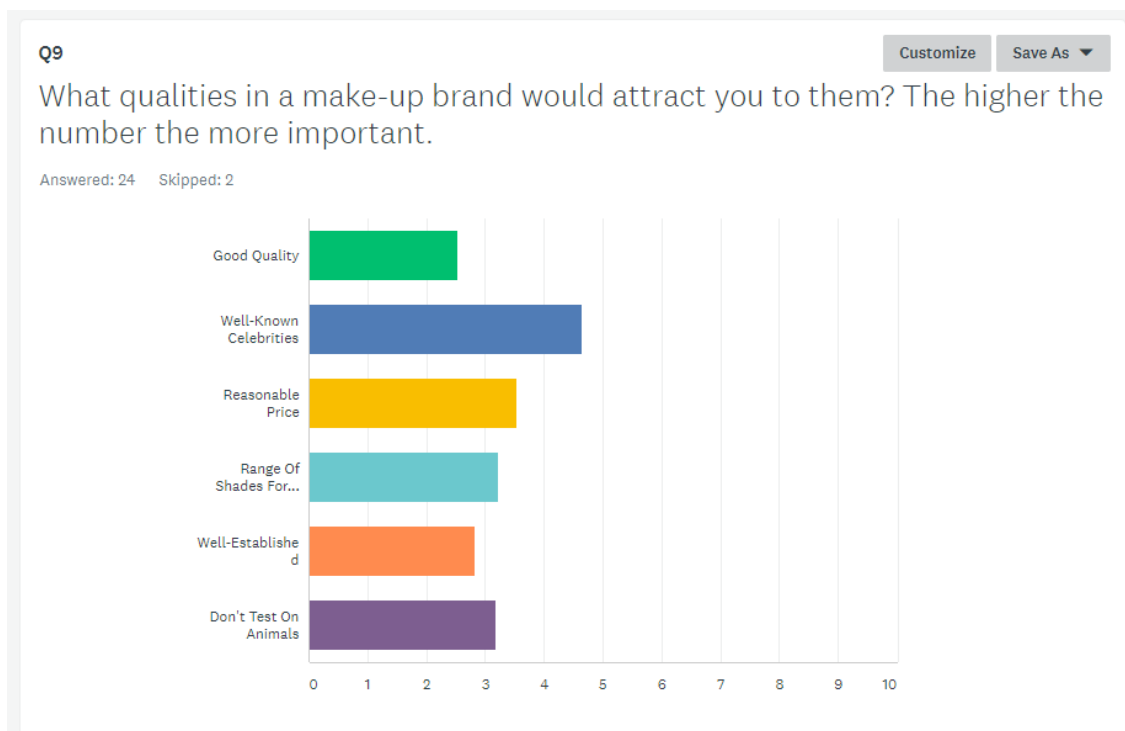
From the results it is clear that almost half the people surveyed that Vogue magazine is their preferred choice of magazine. Therefore to appeal to my target audience vogue magazine may be an ideal platform to place my advertisement.



The results clearly show that the majority of my target audience use social media therefore making social media a platform that I would definitely use to advertise my product. In particular Instagram and Snapchat as these two apps were the most popular used.



From these results 60% of those surveyed purchased other make-up brands than those listed. The other brands included brands such as MAC, Estee Lauder and Chanel. This suggests that the target market have a keen interest in quality, as these brand are not the lowest priced brands on the market but consumers still choose to buy their products.



From the survey it is clear that one of the main reasons for purchasing a make-up brand is if a well-known celebrity is associate with that brand. Therefore the use of celebrity endorsement could be beneficially when creating my advertisement.