

Week 4 Assignment: Compare & Contrast Case Study

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COM640 Persuasion

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Two nearly identical products can have a completely different perception by consumers based on their respective marketing presentations. Competing brands will establish unique brand and product identities using distinct persuasion strategies. In this paper, I'll be comparing two similar products to highlight the similarities and differences in persuasion elements used in their marketing. The two products I selected are Nivea Essentially Enriched Body Lotion and Dove Nourished Radiance Body Lotion. While both products are moisturizing body lotions, the messaging in their respective marketing varies greatly.

Nivea Essentially Enriched Body Lotion



The Nivea product is in a traditionally shaped pump bottle. The bottle itself, including the pump, is a shade of blue that matches the Nivea logo. The only non-text elements are the circle portion of the logo and a golden image of a drop of almond oil. The text on the bottle that says “& Almond Oil” is the same golden color in contrast to the rest of the text, which is white. This simple, clean appearance appeals to consumers using the consistency principle, which states that people like to be consistent in their behaviors (Cialdini, 2021). Nivea keeping

its products in a simple, consistent, and straightforward presentation makes it easy for consumers who have purchased Nivea products before to easily identify Nivea products in the future.

The back of the bottle features a graphic indicating the richness of the lotion and a large amount of text. Notably, it contains the following phrases (Nivea, n.d.):

1. “Building on 100 years of skin care expertise.”
2. “Skin compatibility dermatologically tested.”
3. “Ingredients carefully selected according to strict quality standards.”

These phrases all appeal to the authority principle of persuasion, which states that people are more likely to be persuaded by someone they perceive as an authority on the subject (Cialdini, 2021). The first phrase establishes the brand itself as an authority based on its breadth of experience in skincare. The second phrase references dermatologists as an authority who approves of the product. The final phrase implies that the product complies with standards created by the authority, though the authority isn't named.



Dove Nourished Radiance Body Lotion

The Dove product is in a uniquely shaped, pearlescent white bottle. Even the pump has a unique shape and curvature. The front of the bottle features the brand name logo as well as Dove's graphic logo of a dove in gold over a blue heart reminiscent of a paper cutout. Under this is the phrase “body love” in the same shade of gold as the graphic logo, followed by an image of creamy-looking body lotion. In contrast to the Nivea product's simple, consistent design, the Dove product appears unique and modern. Using the cutout-like heart

shape and the phrase “body love” appeals to the liking principle of persuasion. This principle states that people are more likely to be perceived by those they like (Cialdini, 2021). By using these elements, Dove is shaping the message that the consumer’s skin deserves to be treated with love and care, a compliment that likely resonates with consumers in a way that draws them to like the brand.

The back of the bottle features the Dove text logo and the same heart and graphic logo as the front of the bottle, though all in blue without the gold elements. It contains the following notable phrases (Dove, n.d.):

1. “Smooth Radiant Skin”
2. “Goodness that lasts”
3. “The Dove Difference: Made with care”
4. “Dermatologically Tested”

The first through third phrases build on the use of the liking principle used on the front of the bottle. The last uses the same application of the authority principle as the similar line of text on the back of the Nivea product.

Persuasion Effectiveness

The two products use almost opposite strategies. The Nivea product is being marketed as a time-tested, consistent, straightforward, and credible product. The Dove product is being marketed as a new, unique product created with the target consumer in mind. Dove’s strategy is more effective on me personally. While my first inclination is to say that Dove’s strategy is more

effective in general as well because it leverages a greater variety of persuasion techniques and feels more personal, I also recognize that more isn't always better. The persuasion effectiveness would be highly subjective. A consumer with dry skin who is seeking immediate relief and doesn't want to spend time deciding between products may reach for the Nivea bottle with its simple, straightforward, and time-tested presentation. On the other hand, a consumer who is shopping for lotion to treat themselves may be more likely to look for an exciting, new product that makes them feel valued. In conclusion, I think both products are marketed effectively while using highly different strategies.

References

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