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The Rhetoric of CoverGirl

When one hears the words “Easy, breezy, beautiful, cover girl,” he or she automatically thinks of the makeup brand CoverGirl. The company has coined the phrase and made it a household known phrase associated with their brand. CoverGirl has many different commercials with celebrities like Ellen DeGeneres, Sofia Vergara and Queen Latifah. They use the ideology that women have to look young and beautiful or else they will be unappealing. The CoverGirl advertisement campaign uses the rhetoric strategies of ethos, logos and pathos to help sell their makeup products.

One of the rhetorical strategies used by CoverGirl is ethos. CoverGirl is a popular American makeup brand. It was founded in the year 1958. For over fifty years, CoverGirl has been well known as a makeup brand. To add to their credibility, CoverGirl uses well-known celebrities in their advertisement campaigns to help sell their product. Celebrities influence the audience. It makes the audience believe that the product is a worthy product because a popular and idolized celebrity is portrayed as a person who uses the product regularly. Some of the many popular celebrities used are Ellen DeGeneres, Sofia Vergara, Drew Barrymore, Taylor Swift, and Queen Latifah. They endorse the products and because of their fame, they establish credibility. These celebrities all have their own fan base where their opinion matters. By using more than one celebrity as the face for their products, they establish greater credibility. They appeal to a wider audience. They are essentially saying that all these celebrities use these products, so the audience

should go buy this product. If it is good enough for a rich and famous celebrity to use, it should be more than good enough for whoever is watching the commercial. 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. This establishes credibility with women. Ethos is not the only rhetoric strategy used by CoverGirl.

Another rhetorical strategy used by CoverGirl in their ad campaign is logos. The ideology that CoverGirl is trying to sell is that women should be perfect and pretty at all times. Ellen's commercial pokes fun at women who are aging and encourages them to try to cover the wrinkles with their product. Her message is introduced with humor, but it appeals to a person's fears. No woman wants to be laughed at or called "wrinkle face"(Ellen). They do not want to be insulted like Ellen joked, so they should use the product to prevent it. Ellen and Sofia's commercial uses humor to sell their product. Queen Latifah tells her audience that they can save time and money by using the product she is advertising because it can save them time and money (Queen). They also use the tagline "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 than the department store brand. It is good quality makeup for less. Why would anyone go spend more money on a product if they can get the same product for less? This appeals to logic. But, this is not the only strategy used by CoverGirl.

Pathos is another strategy used by CoverGirl. CoverGirl targets women in their ad campaigns. They are a beauty product company so their target audience is women. CoverGirl does not target one kind of woman, or one age group. CoverGirl tries to diversify their appeal to get the most customers. CoverGirl uses Ellen DeGeneres for the less feminine women. CoverGirl uses Sofia Vergara for the more feminine women and to appeal to the Latin culture. Taylor Swift

is used to appeal to the younger audience. Drew Barrymore is used to appeal to the more edgy audience. Queen Latifah is used to appeal to the more colored and curvaceous women. The older celebrities appeal to older women while the younger celebrities appeal to the younger women. Ellen and Sofia use humor to target their audience. Ellen, insults the audience in a humorous way to say that a women needs to look young and perfect. Ellen's humor and standing as a comedienne lets her get away with it while poking at the insecurities of others to try to sell the product. Queen Latifah encourages women who are on the go to buy the product because it saves them time and money (Queen).

To sum it all up, 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. Cover girl uses the ideology that women should look beautiful at all times. They use different celebrities to target different audiences to diversify their customer base. Companies use these techniques in their multimillion-dollar advertisement campaigns. Every business wants to sell the audience on why the audience should buy their product. What better way to do that than to use celebrities with influence over the public to help do that?

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