

COM 443

Winter Session 1

Assignment 2: Product Purchase on Proactiv Solution

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The product that I want to talk about is Proactiv Solution. It is a group of different types of products to rub on our face. It is to help severe acne problems. As I had some acne problems in the past, I saw the advertisement for Proactiv, and was interested. The way the advertisement persuaded me to buy that product group was that the narrator said that Proactiv is made to cure lots of acne problems, even those for people that think they can't find relief. There was one testimonial in the ad when someone, who said he had an acne problem in the past, spoke about how Proactiv worked on him and worked as his acne showed signs it healed faster the next day. Another way the ad persuaded me was that it aired in a lot of channels. Those persuasions finally made me decide to get Proactiv Solution, as I was having a bit of an acne problem myself and I felt like I couldn't find relief. After I got the product group, I tried it on my acne, and it started to heal faster and I got rid of my acne problem and Proactiv Solution really does cure acne problems like how it was advertised.

One summer, my mom had poison ivy and I thought Proactiv could work on it. As I rubbed it on her skin, the poison ivy blemish and itching started going away like how my acne did. So, my thoughts were true, Proactiv Solution also works on poison ivy. An idea for another ad campaign!