

# MKTBUZZ



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## HAVE YOUR SAY

### In a World of Fake Beauty, Can Cosmetic Products Be Marketed in a Nondestructive Manner?

*By Hajer AlSayyari*



☐ grey?  
☐ gorgeous?

Why don't more women have (and be) grey? Join the beauty debate.

campaignforrealbeauty.co.uk | Dove



The way beauty is portrayed on several media outlets is negatively affecting lives of teenage girls who are still in the phase of defining who they really are. We would think that once these girls turn into women, they will stop worrying much about their appearance and whether they are conforming to a conventional standard of beauty. But in reality, the older women get, the more self-conscious about their image they become.

Dove Campaign for Real Beauty was conceived in 2004 after market research indicated that only 4% of women consider themselves beautiful. The campaign's mission is to "to create a world where beauty is a source of confidence and not anxiety." It was created by Ogilvy & Mather, Brazil.

The campaigns deal with the fact that we, as women, are unbelievably hard on ourselves. We look down on ourselves, and think that we need to change ourselves to fit a presumed and unrealistic idea of beauty.

I can say surly that the idea behind these campaigns is authentic because every woman, at some point or another, is affected by the images that her mirror reflects. And I think choosing real women from every size, age and color as opposed to models, is an amazing way to portray the natural woman beauty.

I believe that Dove's beauty campaigns was successfully empowering in terms of focusing not on the product itself, but on the way to make women feel beautiful regardless of their age color and size. And help remind them that they are beautiful in their own way. The way Dove advertised their campaigns actually shows real women in a positive way. This hopefully will be the gateway to other beauty and cosmetic companies to follow the same concept.

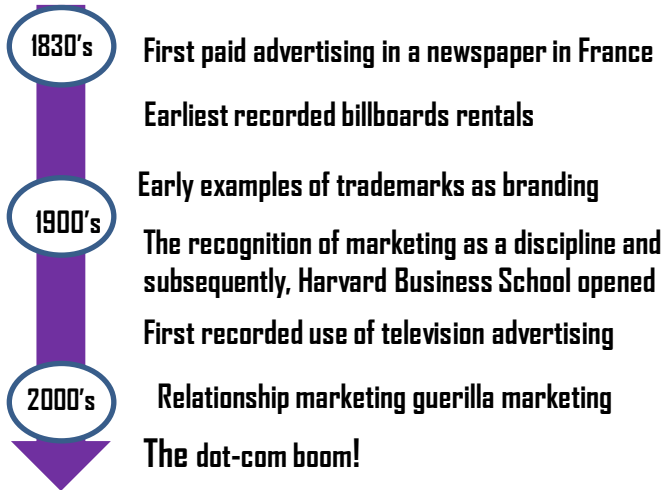
## FACTOIDS

### Easy Pills To Swallow about the Evolution of Marketing

By Ruba Al-Sowayel

If you are looking to pick up the history of marketing in 3 easily swallowed pills or less, you've come to the right place! Not judging you! We live in a dynamic world and would rather acquire information in passing.

Timetable of break-points in the history of marketing:



Marketing Club features...

## PLANNERS

Plan your life one day at a time

a new brand brought to you by **Adwa Albanyan**, **Albatool Alyahya**, and **Shahad Almurri** For their IMC project.

They offer free printable planners that help you get more organized, and more productive. Check it out!

Website: <http://Tiny.cc/IMCplanners>

Twitter: [www.twitter.com/Planners\\_IMC](http://www.twitter.com/Planners_IMC)



## BADADVERTISEMENT

### HIT OR MISS?

By Wassan Alaqel



Definitely a big, blazing MISS! Not only is the name of the new sandwich inappropriate, it's long, confusing and hard to spell.

## GOODADVERTISEMENT

### Creative famous advertising

By Razan Al Mosa

Sony Bravia (Bouncy Balls)



Sony threw 250,000 bouncy balls in a street in San Francisco. The slogan was "Color like no other" The ad aimed to illustrate the high quality of colors in Sony TVs, not only did we see them, We felt them!

Sony Bravia (Paint)



This ad took months to prepare and the producer said that they only had one chance to shoot the ad perfectly or the paint will mess the buildings.

## "QUOTE OF THE MONTH"

"Is creativity some obscure, esoteric art form? Not on your life. It's the most practical thing a businessman can employ." -Bill Bernbach, Founder of DDB

## PLAY REVIEW

### Tantalizing DRAMA!



If you were one of us who walked down the theatre isles in building 6 to reach that ravishing curtain display leading into the auditorium of King Saud University, then you would be as amazed and astonished at the scene before you as we were. The entire auditorium was transformed into a theatre of classical and contemporary appeal. The most astounding thing that caught our attention was how well designed, prepared, and executed the entire stage was. The atmosphere in the theatre was astounding! We were greeted generously and escorted down to our seats by the drama club members, who were carrying themselves so gracefully with ravishing smiles.

The curtains spread wide open and the play started! It was one of the most amazing scenes we've ever encountered. The director Fatima Al Qahtani has outdone herself this time around by depicting an adaptation of the "tell tale heart" by Edgar Allan Poe. The play was supervised by Heba Al Jaser and the drama club is led by the remarkable Mona Al Qahtani.

The production was under the umbrella of the English Club at King Saud University and was sponsored by L'Art Pur Foundation. Impeccably, we enjoyed every second of the play, and call for a great round of applause to the Drama club for their immense efforts to entertain, educate, and upgrade our sense of appreciation to classical literature.

*Sara Maziad Al-Tuwaijri*

professionalism and excitement we touched in everyone who contributed in this event was the most inspiring, I'm especially proud of Razan Al-Mosa's (a Marketing Club member) efforts in organizing the event and Ms. Sara Al-Tuwaijri's (the supervisor of Marketing Club) full of passion speech.

I also enjoyed Alkhansa'a Abo Naji's speech a lot, she talked about how bakers use the smell of freshly baked goods to attract customers and make you buy them even if you don't need them. As a consumer first and a marketing student, I had to disagree with her in calling neuromarketing a brainwashing mechanism. Let's imagine the "perfect" world where we "only" buy what we need. What do we need? The answer is food, water, air, shelter, medicine and clothes. This is what we truly need to live. Will you be happy? Will you be satisfied?

We as humans have different levels of needs, we can't live without satisfying the physiological needs, but we have "wants" that we "need" to satisfy, we want to feel safe, we want to feel loved, we want to feel superior ...etc, Nevertheless, there're self-centered desires, guys usually mix them with PMSing!! Like when you hear someone saying "I need chocolate now" but chocolate isn't like oxygen, is it?! I once heard someone saying "I need the smell of a Prada new purse!" can you believe it?

Whether it's Neuromarketing or traditional marketing, Marketers don't "create" needs out of nothing; needs and wants are already there planted in your brains as a result of personality or experience. Marketing makes you aware of them, makes you think of satisfying them, and then it serves you with a big smile and sometimes a "free" gift.

Ms. Sara Al-Tuwaijri quoted from Albert Einstein in her speech "The intuitive mind is a sacred gift and the rational mind is a faithful servant" Sometimes emotional decisions are rational, because who said it's not rational to satisfy your emotional needs? Our rationality depends a lot on our intuitive.

Neuromarketing is not brain washing. Subliminal messages on the other hand, are! Using methods whether smell, light, weather, shapes, or anything that you can actually be aware of is never a crime. We put nice perfumes to make people aware of it, we make the place cozy by using low lights and warm temperature and yes our companions feel it and say they loved it. Subliminal messages uses hidden ways that you don't realize, a Question asked by Ms. Sara Al-Tuwaijri in Contemporary issues about an ad that displays two competing products "snacks" with description of both and a question that says "which will you give to your kids?". Regardless of which is better, regardless of the competition ethicality, the question subconsciously will lead you to choose one and eliminate all other options, In my opinion, this is not ethical !!

## EVENT/CONCEPT REVIEW

"Subconsciously" in love  
with Tedx Riyadh 2013

*By Asma Abo Al-Samh*

**TEDx**  
**Riyadh**

Have you been to Tedx Riyadh 2013? If not, then you have missed a lot! Tedx Riyadh organizers called it the most inspirational event. To me, the level of .....→

## MARKETING CLUB EVENT OF THE SEMESTER

### Green Marketing Campaign On Earth Day *By Nora Almajid*



Green is a simple approach of trying to live in harmony with nature, by reusing items, reducing waste, and saving the earth's resources from being consumed or polluted.

Green, environmental and eco-marketing are part of the new marketing approaches which do not just refocus, adjust or enhance existing marketing thinking and practice, but seek to challenge those approaches and provide a substantially different perspective.

Marketing club members had a crazy idea about inducing awareness of environmentally-friendly "green" marketing activities in the university campus. This campaign had two phases. First one was to introduce the concept and the importance of green actions to save earth, energy, water, trees, recycling and reusing items and materials. Students were invited to participate with us. The second phase was on Earth day. We gathered all the participants' ideas, work and videos to share it with everyone. We also had a gallery for companies practicing green marketing. Our slogan for this campaign was "Reduce - Re-use - Recycle"

### The creative re-using gallery



It was a real pleasure to have [Mohammed Alsaadoon](#) ashtrays or candle holders made of cans. The students surely loved their creativity and how well they were made. For all those who loved the idea of turning empty cans to a beautiful piece of art. AlSaadoon's project "Ash It" is behind it.

During the campaign we distributed tote bags designed by us with messages to save earth to be used instead of plastic bags which harm the environment. We heard very positive feedback from all students and faculty who visited the booth, management club complimented our efforts and had a similar campaign on management day few days later which made us so happy to see such impact.



#EarthDay\_KSU

### Field trip to interactive energy center



### Students tips for saving trees & earth



### Recycling Campaign

This campaign disclosed many talents that our members have, We hyperlinked their names to their twitter accounts:

**Creative re-users:** [Nouf Almahmoud](#), [Dana Almuahini](#), [Heba Alkahmou](#), and [Seba Bin Saeed](#).

**Plastic recycling activists:** [Nora Almajid](#), [Rafeef AlObaid](#), [Nora Alshahrani](#), [Deema Alyousef](#)

**Photographers:** [Hajer Alsaleh](#) and [Maha Alshaiha](#). and [Shahad Almarri](#).

**Designers for shirts and tote bags:** [Hanan Almutairi](#), [Asma Abo Al-Samh](#), [Adwa Albanyan](#), [Amjad Alhabtour](#).

**Organizing team:** [Shaikha Alkathiri](#), [Razan Almosa](#), [Afnan Almutairi](#), [Maha Albahkali](#), [Sadeem Alsuhaihani](#), [Nouf Aljammaz](#), [Dalal Almalik](#), [Reema Alnami](#), and [Nora Alrukban](#).