The research is new because of its geographic area (France VS China), advertising channel (Magazine), and type of industry combined together (Cosmetic). This research clears up the gap in the literature concerning advertising strategies of French cosmetic brands in Chinese magazines. Research findings give insights about strategies and contents French cosmetic brands should apply in Chinese magazines.

**METHODOLOGY**

In order to achieve research objectives, the methodology used was the “Research Onion” (Saunders, Lewis, and Thornhill, 2012). This study was based on epistemology’s principles, so the research reflects the interpretivism philosophy. Consequently, the research approach was inductive. Regarding research design, this study was explanatory with a mono-method quantitative.

The research strategy chosen was a questionnaire applied with an electronic mail survey. The time horizon was cross-sectional. The target population was French and Chinese people, both male and female, living in France or China or Ireland in November, 2014. The sampling technique was sampling without replacement, non-probability sampling, judgmental and snowballing sampling.

The sample size was 100 French respondents. Concerning data collection, this research had employed self-completed questionnaires and Internet-mediated with Google Docs. The researcher had used the software Microsoft Office Excel 2007.

**RESULTS**

Model and brand plays an important role in the judgment of a cosmetic advertisement by consumers. In fact, this advertisement for L’Oréal has been judged at 48% beautiful and 36% effective by respondents.

**CONCLUSION**

The findings of this research allow drawing theoretical recommendations for researchers. Regarding research methodology to adopt for a similar study, the survey method seems not to be the best approach. In consequence, a content analysis of cosmetics advertisements in Chinese magazines may be a good approach (Cui, Yang, Wang, and Liu, 2012).

The findings of this research also allow drawing practical recommendations for professionals. Regarding geographical location to choose in China, companies should start by launching their campaign in one of the main Chinese’s city. Regarding the advertising strategy to adopt in China, companies should avoid standardisation and localisation. Combination appeared as the best approach for the Chinese market. Regarding advertising content to apply in China, companies should be aware of the Chinese legislation. Regarding advertising appeal to put forward in China, companies should be careful with advertising message and sex-appeal.

**REFERENCES**