

Free essay about an analysis of an ad campaign of chanel n5 compared to dior j ad...

[Business](#), [Marketing](#)



Abstract

This study aims to analyse the ad campaigns of Chanel N5 and Dior j'adore, and how they motivate the buying decision of their target audiences. The report deeply analyses the Nikole Kidman advert of Chanel N5, Dior j'adore advert performed by Oscar winner actress Theron. Both the commercials reflect Hollywood touch, style and class in them. Referring to existing literatures and websites, a detailed understanding is being provided in the report about the relation between ad campaigns with luxurious perfume brands and they stimulate buying behaviour in their target audiences.

Key words: ad campaign, Dior, Chanel N5, motivation, stimulate, buying behaviour, target audience,

Introduction

This report aims to analyse and evaluate the advertising campaign of a well-known perfume brand Chanel N5. This report also would present a comparison with a competing brand Dior j'Adore to draw a conclusion. The prime aim of this study is to understand the impact of these ad campaigns on the consumer's buying behaviour. A detailed analysis of the advertisement of Chanel n5 will be done in this report to understand how effectively it conveys the message to its target audience, and what all information it provides and their impact on the consumer's buying process.

Chanel No5 Advertisement

Source: <http://katebauhaus.wordpress.com/2009/11/22/chanel/>

For video: http://www.youtube.com/watch?v=a_GVRC8IPjA

<https://assignbuster.com/free-essay-about-an-analysis-of-an-ad-campaign-of-chanel-n5-compared-to-dior-j-adore/>

This beautiful commercial has everything in to it, a tale of fame, fortune and love. The ad film displays all the glamour of Chanel No 5, which is a legendary French perfume. The film involving the glamorous Nicole Kidman who is celebrity here, is trying to escape from the rush of her life with a commoner. The video has the same story line as of Moulin Rouge, but is modernised and clothed in couture

Chanel is a brand known around the world, because of its prestigious image the brand has a place in the luxury market. Chanel N5 is best -selling scent all around the globe, since 90 years. The product is a feminine perfume that represents the simplicity and elegance that represent the core value of Chanel. In addition, we see that Chanel has chosen Nicole Kidman as the face of its campaign, which is significant for she was the heroine of the movie Moulin Rouge, which in turn significantly inspired the campaign of the brand. The actress represents well the brand as a model of perfection, passion and femininity by excellence .

The brand is a leader in the market for luxury perfumes in the world. However in France, it was observed that Chanel has recently become less popular than its direct competitor Dior with the perfume Dior J'adore .

Target Audience

The target audience of Chanel N5 are women, between the age of 18-39. The commercial is focussed on the female, Nicole Kidman, where the message of class, elegance, modern and simplicity which is being signified from this brand is rightly conveyed. It displays the idea of feminism . The brand targets the younger generation but continue to retain its classic market

which is their strength . This commercial attracts the right audience of the brand, would be interested in such kind of luxurious perfumes.

Offer Details

A certain level of semiotic analysis is required to understand this commercial properly . The brand proposes very luxurious products and guarantees high quality. Women identify themselves when watching the brands short film productions and the adverts. They want to feel chic and elegant when wearing the perfume, the same way Nicole Kidman does in the advert. The commercial finely displays the ideas of feminism. “ Nicole Kidman plays an actress who wants to get away from it all and after a love affair must return to her original public position but this time she is a stronger, freer woman following her experience”, which a woman especially between the age group of 18-39, would admire. Chanel does not need to prove its market power due to its strong market position instead the brand focuses on trying to play with the consumers emotions by producing very high quality adverts. People know what to expect when buying CHANEL. These adverts don't need to convince consumers, they need to be seduced by how the brand is constantly breaking the new.

Source: <http://studentjess.wordpress.com/2011/09/22/chanel-no-5-nicole-kidman-advertisement/>

Timings of the commercial

The final edit of the film runs for exactly two minutes without the credits. It was shown on TV and in movies theatres from 2004 to 2006. This spot was broadcast for the first time in its entirety on Sunday, November 21, 2004, at

<https://assignbuster.com/free-essay-about-an-analysis-of-an-ad-campaign-of-chanel-n5-compared-to-dior-j-adore/>

20: 40, on TF1 (important channel in France) during the Prime Time slot (8h - 9: 59 p. m.). The long version was released once. However, two shorter versions were released later. 9 million viewers in France saw this advertisement for its first broadcast. They transmit the short film during ad peak to conquer the maximum of audience. The two minute version was edited to a 30 second television version for many territories . The timings chosen by the brand is to hit their target audience that is on Sundays and on peak hours, when families prefer to watch television.

Advert Intention

The strategy used by Chanel of creating an ad film is efficient and original. The ad stimulates and excites the women audiences. The actress Nikole Kidman is perfect for this commercial, as she reflects beauty, sensuality and femininity which women audiences would like associate themselves with those attributes.

The advert is also effective because of French touch in it, and it is imagined around the movie ' Moulin Rouge' which is being known to everyone and also the advert is liked globally as it different from other adverts. Additionally, the Chanel Logo is very well used everywhere in the commercial, which ultimately leaves an impression in the minds of consumers.

Perception

Semiotic analysis is required in understanding this advert to some extent . Use of pink and black colour dress worn by Nikole Kidman reflects simplicity, femininity, elegance, and style. Hollywood touch along with French touch in it, as it is imagined around the movie ' Moulin Rouge' which is being known

to everyone and also the advert is liked globally as it different from other adverts. Additionally, the Chanel Logo is very well used everywhere in the commercial, which ultimately leaves an impression in the minds of consumers.

Involvement level

In the clip, continuous use of Chanel Logo is being used which users or audience could easily associate the advert with the brand. The ad film is too lengthy and is like a short film, and the risk of lack of interest due to length of the ad is possible in the advert.

Channels of Advertising

Poster:

The poster campaign for the No. 5 includes four posters. These posters were put up on public places as tube station, bus and storefront. The posters produced are actually taken from the short film.

Source: <http://www.davidicke.com/forum/showthread.php?t=11956&page=451>

Press:

We can also find the advert in the press magazines, for that Chanel has chosen press magazine specializing in fashion in order to address a segmented and targeted audience: Vogue, Elle, Marie Claire . These magazines are preferred by niche class, and so Chanel N5 a luxurious brand rightly being advertised here to capture the interest of its niche and classy target audience.

Tv:

In addition, we can see the advert in the TV, which is a real mass media because of the high level of equipment television households. It allows reaching a wide target audience. Therefore For this campaign, Chanel did not hesitate to use all the necessary budget to achieve the most expensive and the longest TV spot in the history of the advertising spot: in terms of cost, the budget allocated to this spot was between 25 and \$ 30 million. Again the brand has decided to make an impression and to entrust a spot of 2 minutes while the format of advertising is usually between 30 seconds and 1 minute . This spot has also been used in cinemas as an advertising channel.

Source: http://www.youtube.com/watch?v=a_GVRC8IPjA

Why

The purpose of this campaign was to rejuvenate the product's image through the use of a world star that is a glamorous, chic and elegant icon, through which consumers can identify themselves as a star. The message being delivered in this advert is definitely elegance, femininity, glamor and luxury. Chanel had successfully reached its goal with this advert; they have affected a very high number of women around the world.

The image of Nicole Kidman in the advert leaves a mark in the minds of consumer through this short film for a long period of time. People travel and dream when watching the Chanel advert.

Positioning

N5 is a luxurious brand in the perfume industry and is positioned in the cash cow section. Chanel aims at a fairly high social class given the price (68 euros), make the perfume not accessible to all. The price of the perfume Chanel No. 5 must be high to justify its quality and maintain its brand image.

Buyer's Process

The analysis of the stages of the buyer's process is an important tool in evaluating the potential of the commercial. The commercial regain its market from its competitor Dior after this commercial. The unique and effective style of advertising used by Chanel created high involvement amongst their buyers.

Market Share

Perfume market is very competitive market due to the number of companies present and also because of the abundant supply. Chanel's positioning in the luxury market is definitely a high-end positioning, cash cow: high price policies as well as quality of products.

The positioning and market value of Chanel N5 is such that time and the competition do not affect the brand and it still remains a best-selling fragrance in the world. Perfume is a luxury item. Therefore, it follows a very peculiar distribution process.

Marketing Mix of the Advertisement

Product

The product is a feminine perfume that represents the simplicity and

elegance that represent the core value of Chanel. It is a luxurious item, from which glamour, elegance, style, simplicity is reflected. The commercial made with Nikole Kidman, is alone sufficient to communicate this message.

Price

Chanel did not hesitate to use all the necessary budget to achieve the most expensive and the longest TV spot in the history of the advertising spot: in terms of cost, the budget allocated to this spot was between 25 and \$ 30 million. Chanel aims at a fairly high social class given the price (68 euros), make the perfume not accessible to all. The price of the perfume Chanel No. 5 must be high to justify its quality and maintain its brand image.

Placement

Chanel N5 is available in the markets of North America, South America, Asia, Australia, Europe and Africa. The commercial is one of its kinds in history of advertisements and is rightly placed in TV at prime time hours.

Promotion

Chanel is known for its originality and simplicity which is being reflected in the commercial. The promotional campaigns were always its forte, especially this advert with Nikole Kidman a short film. It is being promoted through posters, print media niche magazines, and TV commercials. The campaign has everything in to it, Hollywood style, elegance, class and simplicity. This campaign creates a feeling of class and feminism amongst the audience. The ad film is a daring and revolutionary approach by Chanel.

Critique and Recommendation

The advert is also effective because of French touch in it, and it is imagined around the movie 'Moulin Rouge' which is being known to everyone and also the advert is liked globally as it is different from other adverts. Additionally, the Chanel Logo is very well used everywhere in the commercial, which ultimately leaves an impression in the minds of consumers.

The Hollywood culture involved in promotional campaign positively impacts its target group as it is a luxury brand. It appeals to the upper and higher middle class. The perfume has a long history of its loyal customers which Chanel is trying to retain with such ad campaigns as the choices for them has grown. As perfume represents personality of the user and its choice requires high involvement which this brand is trying to retain through its exclusive ad campaigns. The brand is a leader in the market for luxury perfumes in the world. However in France, it was observed that Chanel has recently become less popular than its direct competitor Dior with the perfume Dior J'adore, so below is the analysis of advertising campaign of Dior J'adore.

Dior j'Adore advertisement

Source: <http://thebeautysmith.com/celebrities/charlize-theron/>

Video: <http://fashion.telegraph.co.uk/videos/TMG8741108/Charlize-Therons-new-Dior-JAdore-ad-campaign.html>

One of the direct competitors of Chanel N5 is Dior j'Adore, which features Charlize Theron who won Oscar for best actress in a major role in its ad campaign. She has been the face of the brand since 2004. Dior is a well-known French

luxury perfume brand.

Target Audience

The French perfume J'Adore, which means I love in English with its gold colour signifies luxury and extravagance. It is being positioned as luxurious, sophisticated and a glamorous product which is what is being signified in its ad campaign too. It targets the premium section of the society so is also highly priced with quality. The target is the women of 25-35 age group.

Source: <http://www.fragrantica.com/perfume/Dior/J-Adore-L-Or-10371.html>

Offer Details

This commercial unlike Chanel No5 ad film, is short advertisement which displays style, femininity and sensuality by portraying Charlize Theron. The gold curves of the bottle are being associated with Theron's sensuality and femininity.

Source: https://www.create-business.com/blog/2013/01/24/dior-jadore-the-new-queen-of-fragrance/cb_dior/

Advertising Channel

For advertising a luxurious perfume brand, TV commercials are the best channel, which is being used by Dior too, apart from this niche class magazines like Vogue, Elle and Madame Figaro are also good platforms to attract the attention of the audiences. The ad was displayed in TV, poster, digital and press. Though the costs and budget involved with TV commercials involving such celebrities are huge, but are capable to generate profits for brand. With commercials such as Nicole Kidman's Chanel N5 ad film or Theron's Dior J'adore, the brands don't need to apply any other promotional

<https://assignbuster.com/free-essay-about-an-analysis-of-an-ad-campaign-of-chanel-n5-compared-to-dior-j-adore/>

technique apart from these ad films. Because these ad films leaves a mark in the minds of the audiences, which encourage them to take buying decision.

Time of Placement

Dior launched its new commercial with Theron in September 2011 during weekends, as in weekends the commercial would be viewed by more audiences, and reach will be more. Launching the commercial on television offers the brand to reach diverse audiences.

Involvement level

This advert has higher level of involvement of the audiences as it was observed that sales were boosted up to 17% by year 2010, it dethroned Chanel N5 from top position. It soon became after the launch of the ad campaign, you tube's most watched video.

Advert Intention

The style, glamour, feminism, elegant all are being portrayed with this ad film. The gold colour used in the advert is of the gold colour of bottle which hypnotises the audiences, symbolises simplicity, elegance and style. Such kind of advertising leaves external influence on the customers, and for consumers buying a luxurious perfume is a high involvement and emotional decision .

Buyer Process:

Like Chanel N5 commercial with Nikole Kidman, where the advert not only promotes the product but the complete brand. The advert reflects the brand value associated with a product.

Marketing Mix

Product

The advert is for luxurious brand perfume, and is rightly being signified from the advert. The Oscar winner actress, Theron, displays attitude, femininity, glamour in th advert. The gold outfit reflects the colour and shape of the bottle of jádore.

Price

The advert involved huge budget as it is for a luxurious brand Dior, and reflect the brand value in it.

Promotion and Placement

The advert was first telecasted in television on September 2011, during weekend. Apart from it in cover page of niche magazine Madame Figaro, also displayed in Elle and Vogue.

Conclusion

But as per experts it is consumer's behaviour which helps in deciding the design for a marketing or advertising strategy of a brand . The kind of extensive advertising used by Chanel and Dior is used to manipulate the consumer's decision making process.

Both the ad campaigns are for luxurious perfume brands and have Hollywood touch in them. The style, simplicity, and femininity shown in the adverts are rightly pointed towards their target audiences. Being luxurious brands they can't go for extensive promotional campaigns but these commercials are more than enough to a leave a mark in the minds of the consumers.

Works Cited

ISI, 2013. The Marketing Behind Chanel No5. [Online] Available at:

<http://www.imageconsultingschool.com/the-marketing-behind-chanel-no-5>[Accessed 4 December 2013].

Jia En, T., 2010. Chanel's Brand Strategies, s. l.: Lasalle College of Arts.

Mirzayeva, Z., 2013. Chanel No. 5- Marketing Analysis. [Online] Available at:

<http://www.slideshare.net/ZahraMirzayeva/chanel-no5-marketing-analysis>[Accessed 4 December 2013].

Moon, B., 2010. Literary terms: a practical glossary. 2nd ed. Cottesloe, WA: Chalkface Press.

Nessy, 2013. www.nessymon.com. [Online] Available at: <http://nessymon.com/writings/college-writing/analying-advertising-no-5-the-film/>[Accessed 3 December 2013].

Skarda, E., 2012. Top 10 Fashion Video Ad Campaigns. [Online] Available at:

http://content.time.com/time/specials/packages/article/0,28804,2106558_2106559_2106564,00.html[Accessed 3 December 2013].

Tripp, S., 2012. J'adore Dior: Brand Audit part II. [Online] Available at:

<http://www.slideshare.net/SophiaTripp/dior-final-copy>[Accessed 4 December 2013].