

Dior's advertisement analysis



**ASSIGN
BUSTER**

In 1947, Christian Dior designed a new style of fashionable dress, after that, he design a perfume to foil the clothes and that was the beginning of Dior's perfume. After Dior have been invented, this type of perfume has been the best advanced perfume in France. " In French the meaning of Dior is 'God'and'Gold', and that's why the products are always golden. Since 1974, ' magnificent' and ' elegant' are always used for described Dior. When you buy a bottle of Dior, you have bought a dream.(Baidu. 2009)" Women become romantic, because of the different type of Dior's perfume. Dior, like a magical mirror, makes the women find themselves who can create the miracle. In all types of the perfume, Dior is the closest to women's dreams. According to Baidu (2009), the early years of the 21st century, a new generation of young women all thirst for both dream and reality. They all hope they are attractive and Dior created the perfume for them. It is utterly to show their glamour and let their dreams become the reality. (Baidu, 2009) That is why the Dior's perfume shinning forever, bright, clear, including generous and secret. Dior becomes a symbol of perfume in the modern world. The stronger advertisement show Dior effectively which makes the women interested in this product.

Theory and Definitions

Marketing

Marketing is about giving the right product, to the right customers, at the both right pries and right time. Moreover marketing is not just selling the product to the consumers. As a result, before they sell the product they will find out what consumers like (Anderton et al 2008).

Market Mix

Market mix is the marketing for what the consumers want and it includes the product, price, promotion and place. It is important to balance the four parts to make it more effective. So the four parts must fit together well (Anderton et al 2008).

Market Segmentation

Producers use the information in the marketing research to support what consumer's needs and put them into many groups with the same characteristics, such as Dior is the product for women use. Geographically, demographically, psychographically and behaviourally are the four main ways in which consumers tend to be segmented (Anderton et al 2008).

Aims**Study**

From the viewpoint of EAP, the report improve student's writing skills, and also improve the independent skills of this aspect of study. On the other hand, students also learn the knowledge of marketing. In summary, writing the report is good for improve students' study skill.

The advertisement

The advertisement shows the attractive to the consumers, and help consumers to know how good are the products. At the same time, it is a good chance to know the market of this product, and know the market of this product, and know how the business ways of this product work.

Findings

The advertisement describes a sexy young lady with a pink background. The pink color means feminine. That means this product was used by women

who have lot of money. In this advertisement, you can see the perfume clearly; it's shining and makes the perfume looks have some magic in it. If the women use it, the magic will make the user become attractive. The advertisement shows that everyone can own the perfume and use its magic. If the women use this perfume, they will shine just like the perfume. As a result, that means use this perfume will become feminine. Watch the lady; she looks very weak, and she shows the attract. On this special style, this production shows the costly, and explain the bright, shining fashionable girl. This perfume is attractive, like the opening flowers with the special smell around everywhere. It is special including with the fresh perceptual style with the perfect woman; builds a really wonderful skin in the advertisement. The color of the box is shining and bright, and the bottle includes all the styles special attract in the design. From inside to outside, she is in the pink, and let people remained the perfect skin of the world.

Discussion

Market Segmentation

According to Anderton et al (2008), the geographical of the Dior is in France, because France is the place where Dior's produced at the beginning, and also China or America, because of these two countries all have large markets. Secondly, the demographically of the gender are women, and the age of the perfume are between all the age of the women. The social class of Dior is using by the high salary people. This produce is the costly, and it's not every can buy it. Finally, behaviourally is the hobby consumers have. Dior is the costly, and some consumers think buy the costly will make them become dignity, and that's the hobby some consumers have.

Market Mix

According to Anderton et al (2008), there are four parts of the marketing mix, the first is part is the product, and the second part is the price. The price of the Dior is high, and it is just suitable for the high salary consumers. In the advertisement, the perfume's bottle is shining for the promotion, TV advertisement is one of the useful ways, internet is another useful ways, and the advertisement of Dior is usually present in the internet. This lady in the picture is Celine Dion, and she is the famous singer in twenty century. The advertisement have improved the product. The last marketing mix is the place. Place is where the consumers buy the product with high-frequency. Dior has many consumers in France, China and America.

Conclusion

In conclusion, according to the Dior's perfume shows the four types of segmentation and 4Ps in marketing research. In discussion, in the different segmentation are showing how the 4Ps describe the Dior's perfume. The bottle of the Dior's perfume is the shining style. That is show the products value. And that is why consumers pay attention to this product. The advertisement choose this young beautiful lady to attract the consumers to buy the product, and to show how attractive the produce is.

Recommendation

Dior's perfume is very popular and high class, and the advertising really in the magazine but no where else. If put some advertise in the internet or in TV, it will become more influences. According to this report, it includes EAP and business study. In this process, I know how to find the advertisement and show all background I can see. From writing this report, I have increased

the organization of writing report. In addition, I learned how to use the skill to discuss the advertisement. I think Dior need to increase the different promotion such as TV advertisement and the internet.

Reference

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