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# The Advertising and the Other Marketing Communications of Luxury Goods – Archetypal, Semiotic and Narrative Aspects

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## Abstract

The semiotics and the theory of archetypal appeals are the main tools used here to analyse the advertising and the other marketing communications of luxury goods. The semantic field of the phenomenon "luxury", based on the Anglo-Saxon thesaurus, is introduced at the beginning. The archetypal appeals of the power, light, youth, beauty and the centre in the marketing communications of luxury goods and their intercultural and postmodern interpretations are studied on the basis of this semantic field.

The concept of "beauty" from the theory of marketing narratives is examined in the next part of the article. The reason is that the admen actualise predominantly beautiful celebrities in the marketing communications of the luxury goods. The archetype of beauty is related closely with the communicative strategy "endorsement". The marketing communicators use the endorsement communicative strategy in the advertising of luxury goods very often.

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## Goal of Article

The aim of the article is to analyse the advertising and the other marketing communications of luxury goods from the point of view of the theory of archetypal appeals, marketing semiotics and marketing narratives in the traditional and in the digital media.

### The Methodology Used

The psychology, the semiotics and the narrative theory are the main scientific approaches used in this article.

## The Research Restrictions

This research is limited to some parts of marketing psychology, marketing semiotics, marketing narratives, and digital communications. The only reason is the requirement for the article volume.

## The Practical Implications

The article will help the academic and the ad community to continue their research on archetypal appeals, marketing semiotics and marketing narratives connected with the efficient advertising and the other marketing communications of the luxury goods

## The Literature Review

One of the main goals of the marketing communicators of luxury goods, (including the champagne), is to mythologize and transform them into marketing icons with the help of different marketing communications. (Rokka, 2017) Some researchers conduct the marketing studies in diachronic plan - for example, how the tastes of the British consumers changed between 1800 and 1900 with regard to the champagne. At that time, Britain had been one of the richest countries in the world and a first-class market for the different and numerous luxury goods. (Harding, 2021)

One of the main problems with luxury goods is how to increase their sales while maintaining their exclusivity. They are so desirable because of their exclusivity. Therefore, the experts in this field analyse the characteristics of luxury goods which distinguish them from the ordinary ones. The successful marketing of luxury goods is also a function of the adequate management. (Scholz, 2014) The marketers study the efficient strategies by which some small companies as Ferrari, BMW, Louis Vuitton, Cartier, Chanel, etc. became world-famous leaders in the luxury goods' markets. The specialists develop effectively the different marketing aspects of the luxury goods, which includes the human resources, the financial management, etc. with the help of this expertise. (Kapferer et al., 2009) One of the most important features of the luxury brand is its exclusiveness. The specialists analysed more than 450 international luxury brands and their management on the basis of their particularity. Important aspects of this study are also related to the impact of the financial crises of the luxury goods. The researchers studied some of the main characteristics of the luxury brands - the creation of the brand, the management of the brand identity, the merging of the art and the brands, the perception of the brands, their

distribution, logistics, licensing, etc. (Chevalier et al., 2012)

The luxury brands performed relatively well during the economic crisis in 2008. One of the reasons are the nouveaux riches. The internationalization of luxury brands makes it possible to meet the requirements of these "specific" customers and at the same time to maintain the high standards of luxury goods. (Alunni, 2015) The latent determinants are some of the most important variables in terms of the purchasing intentions, connected with the fashion luxury goods. For this reason, the specialists conduct a number of studies. The specialists with the help of these data take the right decisions with regard to the marketing of luxury goods, the brand values and the communication strategies in the various marketing communications. (Amatulli et al., 2011)

The shopping mall is one of the key components of the postmodern marketing culture. That is why some scientists define it as a marketplace icon. The shopping malls are also an important place which determines the key characteristics of the marketing communications and of the luxury goods' sales. (Warnaby et al., 2018)

The media planners position the advertising and the other marketing communications of luxury goods in the traditional media and spaces (shops, hotels, restaurants, etc.) and in the digital environment - social media, website, e-commerce, etc. The admen could use five experiential strategies in the marketing communications of luxury goods. The main ad appeals here are those of emotions, comfort, uniqueness, high quality services, and others. The marketing communicators actualize actively the non-verbal signs there – the images, the music, etc. in these cases. (Batat, 2019, Springer) The marketing communications of the luxury goods in the traditional media are very well developed. However, the successful companies in the luxury segment change step by step their marketing, their advertising and the other marketing communications, going from the traditional to the digital media. That is why the experts introduce the concept "phygital" - an integrated offline and online media. The role of the social networks, the bloggers, the interactive communications, the immersive communications with the help of the smartphones, the tablets, etc. determines the future of this marketing endeavour. (Batat, 2019, SAGE) The "Experiential Marketing Mix" is very important for the efficiency of postmodern marketing communications. It is closely related to the concept "7Es" - Experience, Exchange, Extension, Emphasis, Empathy, Emotional touchpoints, and Emic/Etic process. That is why the consumer (and not the product) is in the focus of the marketing and the marketing communications in the phygital context - the cohesion of the physical and the digital space. (Batat, 2019, Routledge)

The material and the virtual consumption differ considerably. Most of the luxury companies are also quite active in the digital space. That is why the research on the social and the other digital media is very important. In this way, the specialists can adequately market the luxury goods and create effective marketing communications. (Denegri-Knott et al., 2010) The concept of "glamour" is part of the semantic field of luxury. This phenomenon is an intrinsic part of the classical Hollywood culture, but also - of the postmodern social networks. Exploring the glamour in the social media is important. One of the key reasons for this is that the admen can create efficient marketing communications there. (Friedman, 2017) The digital aspects of the luxury goods now are very important. The online shopping, the new technologies and the social networks related to ad appeals of exclusivity, quality and social identity, are significant part of the digital marketing. (Ozuem et al., 2017) The new technologies and the new demands for the younger consumers change the marketing of

the luxury goods' requirements. These companies must find new directions by adopting the high standards, connected with the environment, the ethics, etc. Another important change in this regard is related to the new digital environment - the integration between the traditional and the digital media, the use of the social media, etc. (Mosca et al., 2021) The social media are very appropriate for the rich and relatively young customers of luxury goods. This is one of the main reasons why the online market for these goods grows constantly. Therefore, the specialists analyse the value systems, the lifestyles, the consumer behaviour, the shopping intentions, the attitudes towards social networks, etc. of these consumers. (Chu et al., 2013)

Celebrity advertising is a popular strategy worldwide. Therefore, the scientists explore models which can explain why the endorsement of famous entrepreneurs increases the marketing communications' effectiveness. (Muda et al., 2014) The typical example of the endorsement communicative strategy are the rock stars in cinema as Elvis Presley and Madonna. These practices illustrate also the concept of "transmedia", which is closely related to endorsement as a communication strategy. (Palmer, 2020) The admen use endorsement actively and constantly. The researchers analysed a number of characteristics, related to the ethical aspects of endorsement, its connections with the media, its effectiveness, etc. (Segrave, 2015)

The aesthetics is one of the main trends in Japanese marketing communications. This aspect is important for the effectiveness of the luxury goods ads in the Japanese cultural context. The main reason is that the aesthetics is a key part in the semantic field of luxury and in the Japanese culture. (Minowa et al., 2017) The individualism/collectivism dichotomy is fundamental for the Western and for the Eastern cultures and for their marketing communications. This dichotomy, however is actualised more specifically in the marketing communications of luxury goods of the Eastern cultures in comparison with the Western civilization. (Arvidsson et al., 2015) The Western and the Chinese models of consumerism differ on some (considerable) degree. The disregard of these differences can harm the marketing and the marketing communications in these distinct cultures. (Zhang, 2020)

The China's potential as a market for luxury goods constantly grows. Therefore, the experts analyse this market in terms of its capabilities, its cultural characteristics, the media and the communication strategies which should be used in this context, etc. (Chevalier et al., 2011) The China's economic development increases the sales of the luxury goods. However, the research in this specific field is directed mostly to the female customers. Therefore, some experts start to examine the Chinese male consumer groups. The results lead to more adequate marketing and more efficient marketing communications of luxury goods in relation with the different Chinese customers. (Chen et al., 2021)

Many studies of luxury goods' advertising are done with the help of marketing semiotics. The researchers decode on this base the various aspects of these ads - their symbolism, their values, etc. (Kim et al., 2019) Some ads communicate the identity values of luxury: the manual production, the special raw materials, the high expertise of people producing the luxury goods, etc. These phenomena can be studied from a semiotic point of view. The reason is that semiotics is the most appropriate science for the analysis of signs in the marketing communications. (Freire, 2014)

The semantic field of emotions is very important for the advertising. Some scientists believe that it is organized mainly around the following five concepts - happiness, sadness, fear, anger, and disgust. (Ortony et al., 1989) The researchers

analysed the structure of the semantic field "Good/Evil" in English on the basis of 9071 words. Such research is important for the marketing communications as well, because the archetypes of the good and of the evil are quite common in advertising. (Thornton, 1988) The communicators interpret the concept of "risk" from different standpoints. One of them is this of semantic field. The scientists studied a large number of words which express the concept "risk" and structured them in 25 paradigms (semantic fields). (Boholm, 2017)

Mircea Eliade is a world's famous scientist in the psychology of religion and in the mythology. He explored in depth some important aspects of the archetypes and especially the archetype of the centre as the focus of the divine and the light. He studied the symbolism of the centre and the ways in which it is constituted. (Eliade, 1991) "The Myth of the Eternal Return" is one of the most significant scientific books on the religions and on the archetypes. This book is also very important for the theory of marketing communications, because the archetypes are an integral part of advertising. A key part of this book is about the archetype of the centre. Eliade, 2012)

The phenomenon "physical beauty" is essential and this is the reason why it is also an archetype. This phenomenon is typical for all times and cultures and it is an integral part of the contemporary marketing communications. For this reason, the researchers constantly analyse its characteristics. (Patzner, 2006) The admen use actively the images of the beautiful women. Some of the reasons for this are that the consumers associate the beautiful women with the following characteristics - sociability, friendliness, warmth, pleasantness, etc. However, the beauty is not a panacea. The beautiful women are suitable in the marketing communications of luxury goods, cosmetics, fitness, etc., but not so in the ads of some other goods. (Stephens et al., 1994)

The scientists define the various international marketing and communication strategies related to the following dichotomies - standardization/adaptation, concentration/dispersion, and integration/independence. We could also interpret these oppositions as multidimensional archetypes from the standpoint of the configurational theory. (Lim, Lewis et al., 2006)

Carl Jung's theory of archetypes allows to understand more deeply and more adequately the consumers' psychology and behaviour. For this reason, some scientists, based on the archetypes' theory, develop marketing and marketing communications' models. The Archetipus® model of an Italian research company is a good example in this regard. (Dominici et al., 2016) The admen use actively different and numerous sign systems, including also the sign system of animals. The meanings of the totems activate the archetypal thinking and the associations with regard to the advertised goods. In this way, the marketing communicators trigger the necessary meanings with regard to the brands. (Lloyd et al., 2013) The archetypes are universal, however, some of their characteristics are influenced by the respective cultures. For this reason, the scientists study how the consumers from the different cultures interpret the relevant archetypes in the marketing communications of Apple, Nike and Nivea. (Haddad et al., 2015)

The archetype of the light is one of the most important in the numerous communications - these of religions, ideologies, literature, theatre, cinema, etc. The scientists study this archetype from different standpoints - marketing, political, ideological, theological, semiotic, etc. (Stănciulescu, 2005) The archetype of power is probably the most universal

psychological drive. Professor Joseph Campbell in his book "The Hero with a Thousand Faces" studies in depth this archetype, analysing the Hero's Journey and the Cosmogonic Cycle in the various mythologies. That is why this book is so important for specialists in the fields of religion, literature, cinema, computer games and, of course, of marketing communications. (Campbell, 2018)

## The Main Text

### The Semantic Field

The "semantic field" is an important concept by which the marketing specialists can understand well the concept of "luxury" from the standpoints of semiotics. The scientists define it as the sum of all signs by which the communicators express the extralinguistic phenomenon.

These fields vary depending on the characteristics of different individuals - their educational and intellectual status, gender, life styles, depending on the culture to which they belong, etc.

This is an example of the semantic field of luxury in the Anglo-Saxon cultures:

luxury

affluence; comfort; enjoyment; extravagance; leisure; opulence; richness; bliss; delight; exorbitance; gratification; hedonism; immoderation; intemperance; luxuriousness; rarity; satisfaction; splendour; sumptuousness; well-being; high living

affluence

abundance; prosperity; fortune; luxury; opulence; wealthiness

comfort

contentment; convenience; enjoyment; happiness; luxury; pleasure; relaxation; satisfaction; well-being; abundance; sufficiency; bed of roses

extravagance

exaggeration; excess; luxury

hedonism

enjoyment; epicureanism; gratification; indulgence; pleasure

luxuriousness

affluence; comfort; enjoyment; extravagance; leisure; opulence; richness; delight; gratification; hedonism; rarity; satisfaction; splendour; sumptuousness; well-being; high living

splendour

brilliance; grandeur; magnificence; majesty; pomp; richness; brightness; ceremony; solemnity; sumptuousness; gorgeousness (<http://www.roget.org/>)

The semantic field of luxury differs – it is not constant. It can be positive, negative or neutral - depending on the different cultures and ideologies. For example, it is negative from the standpoints of some aspects of Christianity and of the communist ideology.

The semantic field of luxury determines the most important psychological appeals in the advertising and in other marketing communications of the luxury goods.

## The Ad Appeals - The Customer in the Marketing

The customer is the most important in the marketing. The reason is that all other marketing components (companies, goods, logistics, marketing communications, etc.) are functions of the customers' needs.

This is one of the reasons why the specialists should replace the concept "marketing" with "customering" or "consumering". The root of the word "marketing" – "market" designates (denotes) only the place where the sellers work.

The ad appeal is the key concept in relation to the consumers. The marketers define it as the most important psychological drive by which the admen build the adequate (positive or negative) image and attract the customers to the respective goods. The archetypal appeals are the most important ones.

## The Archetypal Appeals

The archetypal appeal (the invariant of all appeals) is this of pleasure and might (domination). The idea of pleasure is the central one in the psychoanalysis. The scientists can develop valid and reliable theory of the ad appeals on the bases of the archetypes.

They reflect the most intimate and the most important psychological characteristic of the individuals - their drive for the absolute power and happiness. The archetypes in the various and the numerous communicative genres actualizes the idea of customers' greatness - the hero triumphs, she/he is in the centre - healthy and happy, eternally young, beautiful/handsome, surrounded by female/male harem, etc.

The concept of the power and the authority does not contradict at all to the postmodern and social ideas. The hero dominates as imperialist and capitalist in the pre-modern and modern era. The ordinary people in the postmodern times

also feel themselves as heroes and gods, however in more delicate and socially acceptable variants. Due to this, they support social causes, fight against the totalitarian political villains who destroy the democratic societies, struggle against the global warming and Covid 19, for social justice, for liberal social values, etc.

## The Archetype

The archetype (from ancient Greek - model, example) is a matrix in the subconscious - which shape the peoples' way of thinking and acting. The customers do this without understanding why. That is, they make their decisions on a subconscious level.

Some of the leading archetypes are the abstract oppositions "power/weakness" and "good/evil". They acquire different specific dimensions in the various situations. Literally translated, the word "archetype" means "ancient (archetype) imprint (typos)". The scientists used for the first time the term archetype in 1919.

## The Archetypes' Main Characteristics

The unconscious, mythology, biological and cultural conditioning are the main archetype characteristics. The founder of the theory of archetypes - Carl Jung wrote that they are in all times and everywhere. He observed the recurring motives in the manifestations of the subconscious in the dreams, fantasies, hallucinations, and so on.

The archetypes are an integral part of the different cultures and of their different communications - journalism, advertising, cinema, fiction, religion, folklore, etc.

There are heroes and villains, beauties, positive spaces, etc. in all genres:

- The high position is the positive space - the low position is the underground hell.;
- The God is enlightened, while the devil governs the darkness.;
- The Lord is in the centre, and the sinners are marginalized in the periphery; etc.

## The Main Archetypal Oppositions

Some of them are structured bellow:

- The Physical and the Spatial Archetypes
  - Light/Darkness
  - Right/Left
  - Up/Down
  - Centre/Periphery
  - Symmetry/Asymmetry
  - Inside/Outside

- The Biological Archetypes
  - Woman/Man
  - Strong/Weak
  - Young/Old
  - Handsome/Ugly
  - Big/Small
  - Healthy/Sick
  - Face/Profile
- The Psychological and the Social Archetypes
  - Honest/Dishonest
  - From own culture/Stranger
  - Freedom/Slavery
  - Order/Chaos
  - Rich/Poor
  - Known/Unknown
  - Nature/Machinery
  - Work/Pleasure
- The Cultural archetypes
  - Paradise/Hell
  - Clean/Dirty

## The Archetype Light/Darkness in the Advertising of Luxury Goods

This is the most popular archetype in the various communications, including the marketing ones. People associate the light with the divine powers and goodness, and the darkness – with the evil.

This archetype is universal in the European civilization. We find evidence of it everywhere and at any time. For example, the believers considered the light as the most beautiful (adorable) revelation of God in the Gothic medieval architecture. That is why the magnificent and enormous stained-glass windows are so important for these cathedrals.

The modern communications also use actively this opposition. They produce countless commercials, novel fictions, comics, action films, computer games, etc. on the bases of the dichotomy light/darkness. The political leaders include these ideas in their speeches as well. The Kennedy political discourses are some of the most typical examples in this regard.

The positive persons shine in gold in the Renaissance paintings. The beauty also radiates in the centre of the composition

in Rembrandt's painting "Danae". The reason for this is not only her beauty, but also Zeus - transformed into a golden rain. This is completely natural from mythological point of view – the golden light and the divine are in the same semantic field.

Rembrandt introduced the golden colour in Western European painting and with it he portrayed his numerous Christian characters and plots. Gustav Klimt also used the archetype of light in his painting "The Kiss". The couple in love is in gold as the saints from the altar of a majestic baroque cathedral. Salvador Dali's painting "The Ascension of Christ" is also typical in this respect. Christ ascends to the gold light, that is, to his father.

## The Archetype of Light and the Luxury Goods Marketing Communications

One of the most impressive ads in terms of the golden light and the luxury goods (haute couture) is the music commercial "From London with Love" with Romeo Beckham:

<https://www.youtube.com/watch?v=ojBufhpPgMo>

Romeo Beckham is the main character (the protagonist) in this four-minute commercial. The film communicative approach is intertextual because it repeats the poetics of cinematic musicals from the golden past. The film narrates the story of a young couple in love (the British models Hannah Dodds and Anders Hayward) in London.

The famous British songwriter Ed Harcourt created the film song "The Way That I Live". The most important sign system in advertising is the music, because the music effectively expresses and supports the archetypal appeals on subconscious level.

One of the key elements in this film-commercial is the dancing. Fifty dancers on the London theatrical background demonstrate the Burberry luxurious clothes. For example, Romeo wears a Burberry trench coat, black suit and cashmere scarf.

The gold is major component in the luxury semantic field. Gold is also one of the most important constituents in the Burberry's music commercial. Here, the gold is interpreted as golden rain, it also flows from the gold trademark, printed on the Burberry's boxes. It is not a coincidence that Romeo Beckham wears golden raincoat from the 2014 autumn-winter collection.

## The Archetype of Power, expressed by the Endorsement Communicative Strategy

The endorsement is a communicative strategy in which the admen use celebrity (movie stars, football players, opera singers, etc.), who testifies for the high qualities of the luxury goods.

One of the most typical archetypal appeals is this of the power. The celebrities are integral part of the semantic field of power - they are world-famous, rich, attractive, etc., and a lot of people imitate and follow them. This is why the endorsement communicative strategy is very suitable to express the ad appeals of might and luxury.

The endorsement is an effective communicative strategy for the luxury products and services. This means that an advertisement or an event with endorsement, can trigger and stimulate the use of the other marketing communications in their integrated version.

Victoria, David and Romeo Beckham are world-famous. Thanks to this, the film-commercial with Romeo can launch other integrated marketing communications – for example event which is a typical PR communication. Such event is the Burberry's holiday campaign in 2014 in their most important store on Regent Street (4 000 square meters), which featured Romeo, Victoria, David Beckham and Burberry CEO Christopher Bailey.

The marketing communicators also used articles in the newspapers “The Mail” and “Guardian” about the Romeo's fee (£ 45 000 for a day's photo-session). These articles are the typical publicity - PR activity by the help of journalistic genres.

The store's retail communications also took advantage of the film-commercial. The customers were informed that they can buy the same type of clothes with which Romeo Beckham participated in Burberry “From London with Love” movie-commercial in the online children's boutiques Burberry Kids, which operate globally.

## The Archetypal Appeals of the Centre

Mircea Eliade, in his book “The Myth of Eternal Return”, analysed the idea of the centre as one of the most typical manifestations of the mythological thinking. According to him, to each earthly form corresponds some celestial analogue. The ancient Egyptians, the ancient Greeks and the Christians structured the space in this way.

Professor Eliade formulated the architectural symbolism of the centre as follows:

- The Sacred Mountain, where Heaven and Earth meet, is at the centre of the World.;
- Every temple or palace - and, more broadly, every holy city or royal residence - is also a "sacred mountain", thus becoming a Centre.;
- Being the Axis of the World (Axis Mundi), the city or the sacred temple is considered as the point where Heaven, Earth and Hell meet.

The centre is one of the most important concepts with regard to the semiotic and the communicative aspects of the space. The Lord lives in the centre, and the marginal dark forces are in the periphery. Therefore, the centre is large, illuminated, symmetrical and clean, and the periphery is dark, asymmetrical and very dirty.

The retail marketing communications of the luxury goods are typical examples in this respect. The boutiques of the luxury goods are in the centre of the big world cities – New York, Paris, London, Milan, etc. and they are over illuminated and extremely clean.

The myth of the centre is deeply rooted in the human subconscious and people unconsciously define the centre in terms of their various activities - ideological, religious, cultural, marketing, etc. Paris is the symbol of the civilized life and the romantic love. Venice is also a centre of the romantic love. That is why many couples in love visit these two cities during their honeymoon. The islands of the Pacific and the Caribbean in the subconscious of Europeans also express the idea of

the happiness and the paradise. Very indicative in this respect are the suggestions of the tropical islands. The European writers from the age of the Great Geographical Discoveries till today place on an island the ideal, utopian, and fantastic world, contrasting with the real world.

It is no coincidence that Place Vendôme is the most important and the leading world centre for the luxury jewellery trade - the boutiques of the most famous luxury jewellery companies are concentrated there. The boutiques of these companies are also in the centres of the other world cities.

The plot in this film-commercial takes place in London. This city is one of the world's civilizational centres with its royal institutions, parliament, cathedrals, financial services, universities, libraries, museums and, of course, with its luxury goods. That is why London is a global urban phenomenon, and it expresses perfectly the archetypal appeals of the centre. Because of this the marketers and the marketing communicators often use London as a geographical location for luxury goods and services. The film-commercial with Romeo Beckham is a typical example in this regard.

## The Archetype Young/Old

The opposition young/old in European cultures expresses the idea of good and evil. The children will save the world according to Christian ideology - because they are innocent. Of course, this is an archetype which has nothing to do with reality. The age of the person doesn't correlate at all with her/his moral qualities.

Youth is highly valued in American culture for example. Americans associate old age with death and this explains why the old people connote some not quite positive meanings there. On the other hand, the elderly are respected and revered in the Far Eastern cultures.

However, the young people are more handsome/beautiful and attractive than the people in the third age. That is why the marketing communicators use mostly young and beautiful/handsome people in the ads. The marketing communicators use also the public fame together with the youth and the beautiful/handsome people (personalized by the film actresses, athletes, world-famous models, etc.) in the advertising of the luxury goods.

## The Archetype of Beauty/Ugliness

### Definition of the Beauty

The beauty in the narratives often is a typical product of the patriarchal thinking. Professor Josef Campbell emphasized in his most insightful study of the hero (The Hero with A Thousand Faces) that the hero is a man.

The beauty is an important concept for the efficiency of different communications (especially the Hollywood movies and the advertising) because it is the most important part of the archetype beauty/ugliness. The beauty, is part of the good, divine, light, justice, etc., while ugliness is part of the evil, dark, devilish, dirtiness, etc.

It is no coincidence that devilish offspring is quite ugly and physically repulsive. In contrast, the angels are beautiful and bright. By definition, the painters depict every superior person (emperor, king, pope, top manager, etc.) more handsome than they really are.

## The Semantic Field of the Concept “Beauty”

These are some of the most important concepts which structure the semantic field of beauties in the Anglo-Saxon cultures:

**beauty** – adorableness; allure; allurement; artistry; attraction; bloom; charm; class; comeliness; delicacy; elegance; exquisiteness; fairness; fascination; glamour; good looks; grace, handsomeness; loveliness; polish; pulchritude; refinement; shapeliness; style; symmetry; winsomeness

**beauty** – Venus; belle; charmer; dream; enchantress; eyeful; femme fatale; goddess; good-looker; knockout; looker; lovely; ornament; seductress; siren; stunner; vision

**beauty** – asset; attraction; benefit; blessing; boon; excellent; feature; good thing; importance; merit; value; worth

**beauty queen** - bathing beauty; cover girl; glamour girl; Miss America; Miss Universe; model

**bathing beauty** - attractive woman; beauty contest winner; beauty queen; cover girl; glamour girl; Miss America; Miss Universe; model

**angel** – beauty; darling; dear; dream; gem; ideal; jewel; paragon; saint; treasure

**appeal** – allure; attraction; attractiveness; beauty; charm; charmingness; engagingness; fascination; glamour; interestingness; pleasingness; seductiveness (<http://www.roget.org>)

Most of these concepts articulate the idea of the attraction, the pleasure and the paradise. Because of this, the beauty is one of the most important persons (characters) in the narratives, including also the marketing ones. This is why the beauties are the basic catalysts of actions in the marketing communications and in the other media narratives.

## The Beauty in the Marketing Communications of Luxury Goods – the Intercultural Aspects

People use often the word "beauty" as a noun, by which they express the phenomenon of a beautiful woman. This assessment is based on the combination between the inner beauty (including psychological factors such as personality, intelligence, education, charisma, etc.) and the physical beauty (physical attractiveness, grace, elegance, etc.).

The beauty standards originate from the cultural norms created by the societies over the centuries. The predominance of white women in the films and in the marketing communications creates the Eurocentric concept of beauty that depreciate the charm of the women of the other races.

However, the Eurocentrism is not the leading one in the postmodern cultures anymore. For this reason, the luxury brands

begin to use celebrities who do not fit the Eurocentric concept of the beauty.

For example, the South Korean music group BTS wore Louis Vuitton outfits during the Grammy Awards ceremony. The Japanese model Koki works as a global ambassador for Estée Lauder.

One of the problems in this case is that the Western costumers are not particularly familiar with some of these Asian celebrities. The situation is the same with some Hollywood artists and other celebrities who are not entirely recognizable in China, for example.

#### The Intercultural Aspects of the Marketing Communications of Luxury Goods from the Standpoints of Architecture

The architecture is also a semiotic phenomenon, because the buildings, the urban planning, etc. express particular meanings. The various signs, including the architectural artefacts, also connotes meanings with regard to the intercultural communication. This is typical for the architectural aspects of the luxury goods' retail communications.

An interesting example in this regard is the facade of the new Louis Vuitton store in Osaka. Its architects are Jun Aoki & Associates and Peter Marino, who used an architectural iconic metaphor. The facade is constructed of materials which recreate the translucent sails of Higaki-Kaisen cargo ships. They are traditional Japanese merchant vessels, which are part of the rich maritime history of Osaka - an important trading port.

The architects extended this architectural metaphor in the store's interiors. The wooden floors of the shop express the idea of the ship deck. The wood-clad pillars and metal ceilings also interpret the idea of ships in this historic Japanese port.

The interior designers also used a Japanese wooden objects and origami washi paper. The famous Japanese photographer Kenta Kobayashi decorated the ground level windows with a coloured ribbon.

The architecture of this store is part of Louis Vuitton's integrated marketing communications. The architects incorporated in its interior historical artefacts from the company's archives, as well as a contemporary art from the Objets Nomades collection. The creation of this collection began in 2012 and involved world-renowned designers as Patricia Urquiola, India Mahdavi, Humberto Campana and others.

#### Commercial “J’adore – the Future is Gold”

The commercial “J’adore – the future is gold” for of Dior (<https://www.youtube.com/watch?v=vIP0FfHeiH8>) is similar to “From London with Love”. The admen used in both commercials the indorsement communicative strategy, the archetypes of might, light, beauty, etc. The endorsement is the most appropriate communicative strategy in the marketing communications of luxury goods. This is quite natural since the semantic field of luxury goods includes by default the celebrities (as it was analysed already). The wealth and the luxury goods are an integral part of their life.

The famous Hollywood actress Charlize Theron is the main character there. The famous South African actress in the commercial is a beautiful, strong and independent woman who is focused on the future.

This role is very similar to her role in the movie “Atomic Blonde”. The actress performed the function of a beautiful, successful and self-confident woman in the commercial, and in this film.

Charlize Theron wears in the commercial an embroidered with gold dress by Dior Haute Couture, which fits perfectly to her sculpted body. The beauty floats in the Hall of Mirrors of the Palais de Versailles and climbs to its roof. The actress' biography is quite successful and it makes her a world celebrity. This world fame is naturally transferred to the advertised perfume. The rich CV of the actress gives a lot of opportunities for the diverse and successful PR about the perfume.

## The Archetype of the Centre

Paris is the world centre of female beauty. That is why the offices of many of the world's companies in the field of fashion, cosmetics, and other luxury goods for women are located in Paris. The reason is that the centre ascribes to the corresponding phenomenon the divine rank.

The archetype of the centre is one of the main reasons why the action in the commercial “J'adore – the future is gold” takes place in the Mirror Hall of Versailles. Versailles is one of the world's civilizational centres, and the Mirror Hall is one of its architectural apotheosises.

The magnificent Hall of Mirrors (Grande Galerie, Galerie des Glaces, 73 m) is the architectural semiotic text which expresses the political, economic and artistic success (grandeur) of France during the reign of Louis XIV – le Roi Soleil. The famous French artist Le Brun painted the thirty frescoes on the vaulted ceiling. He illustrated by them the political successes of Louis XIV during the first 18 years of his reign. The 357 large mirrors in the 17 arches against the windows express France economic prosperity at this time.

This hall is key to splendour of France. It had been a place of magnificent balls, weddings, diplomatic ceremonies, etc. The politicians signed here the Treaty of Versailles in June 8, 1919, which put an end to the First World War. Since then, the presidents of the Fifth republic welcome in this hall their most important guests.

The positive connotations of this architectural phenomenon articulate efficiently the advertised perfume. The commercial can also help a lot the perfume PR communications and also it can create favourable conditions for its integrated marketing communications.

## The Postmodernism and the Archetype of Beauty

The post-modern philosophy rejects to some extent the opposition beautiful/not beautiful with regard to the women. The main reason for this is the pre-modern patriarchal point of view towards women - valued mostly by their physical attractiveness.

Typical example with regard to the marketing communications of luxury goods is Ellie Goldstein, an 18-year-old teenage model with Down Syndrome. She took part in a Gucci Beauty campaign in the Italian Vogue magazine. The talent agency Zebedee Management found Ellie. The goal of this organization is to launch people who have so far been excluded from

the media - for some reasons. The photographer David Hyde captured Ellie Goldstein wearing Gucci Mascara L'Obscur. The agency Zebedee Management posted her photo in Instagram. The image has more than 800,000 likes on the Gucci Beauty page, making Ellie Goldstein the most popular Gucci Beauty Instagram image.

Another important trend in this regard is the beauties' desexualisation in the marketing communications. A typical example in this regard is Adriana Lima - the former fashion icon of Victoria's Secret. She is not part of this company from 2018, despite having earned about 10 million dollars every year till then.

After retiring, the Brazilian announced that she opens a new page without sexy poses, bikinis, bras and especially – the angel wings. Lima concentrates on the positive attitude towards the body - fitness, boxing and other sports.

The model says that half-naked fashion shows are part of the past, she will not take off her clothes for meaningless causes, and she will advocate only for projects which make women confident and encourage them to like themselves as they are. Lima also supports actively environmental projects.

Similar example, connected with the environmental issues, is the recent Rolls-Royce Phantom seized by the Italian customs. The reason for this was that part of the interior of the luxury car was upholstered with crocodile leather. The crocodile is a protected species under the Washington Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES).

*“L’Odyssée De Cartier” - The Endorsement Communicative Strategy, **The Archetype of the Centre and the Integrated Marketing Communications***

## The Story of the Movie-Commercial

The French jewellery house Maison Cartier (founded by Louis-François Cartier in 1847) decided to create the epic film-commercial “L’Odyssée de Cartier”. The main reason for this is to celebrate the 165th anniversary of the company, focusing on its history, values and image.

The 110-member team Marcel agency of Publicis led by the film director Bruno Aveillan created “L’Odyssée de Cartier”. The completion of this film-commercial took two years - from the initial concept in March, 2012 till its finalization. The film was shot in two weeks and the post-production lasted another five months.

The music is by the famous French composer Pierre Adenot. The ad budget of the film-commercial is about \$ 5.3 million. The film was shot in Italy, France, Spain and Belgium, although the fabula takes place in Russia, China and India.

## The Endorsement Communicative Strategy

The semantic field of luxury is closely related with the communicative strategy “endorsement” - as it has been analysed already. Part of the endorsement is the famous Canadian actress Shalom Harlow who appears at the end of the

commercial.

The world-renowned designers also express this strategy. The French fashion designer Yiqing Yinwith of Chinese descent created the impressive red dress of Shalom Harlow.

The admen have also used the celebrity strategy in a diachronic (historic) plan. The famous Brazilian pilot Alberto Santos-Dumont from the beginning of the twentieth century also participates as historical character in the commercial. His appearance in this film is not accidental - he had been the first person who ordered a watch from Cartier in 1904. This is the reason why this particular watch had been named "Cartier Santos".

## The Archetype of the Centre

The admen also actively used here the archetype of the centre. The undisputed world centre in terms of luxury jewellery is Place Vendôme - in the centre of Paris.

The journey of the panther begins at Cartier's jewellery shop on this square and ends again there. The other architectural Parisian artifacts - Grand Palais, Vendôme Column and Place Vendôme are also part of the commercial. In this way, the admen imperatively express the idea that France dominates the world of luxury jewellery and this is a *fait accompli*.

The admen interpret here also other world centres from an intercultural point of view. The imperial St. Petersburg is one of the most impressive cities in the world and it is the centre of the great Russian culture. The Great Wall of China is also one of the world's most impressive architectural artefacts. The Taj Mahal (also part of the commercial) is the most important and the central world building, which expresses very impressively the idea of the immortal love.

## L'Odyssée De Cartier - Excellent Conditions for Integrated Marketing Communications

The efficient, influential and creative commercials and events create favourable conditions to launch and to develop the integrated marketing communications of the respective company. The Cartier film-commercial "The of Odyssey of Panther" is a typical example of this regard.

Cartier created a special website ([www.odyssee.cartier.us](http://www.odyssee.cartier.us)), where visitors receive additional information about the commercial - how it was shot, information about the music, about the jewellery in the different episodes of the film, etc.

The admen developed also four short documentaries in which the French actor Edouard Baer explains an important information about the Cartier company and the philosophy of its jewellery.

These four short films are a typical example of an excellent image PR with the help of the cinematic genres. From a semiotic point of view, they are also a convincing illustration how the admen build and enrich the marketing semantic field of this jewellery company.

The admen interpret the story about Jeanne Toussaint - the leading designer of Cartier in the documentary. She had been the artistic director responsible for Cartier's jewellery from 1933 to 1970. This lady created some of the most successful

jewellery and designed the famous panther.

The second film "Cartier & The British Touch" is about Cartier's jewellery related to the British culture. The plot in part of the film takes place in the New Bond Street - because of the Cartier store in this place.

The third documentary is "Cartier and The Russian Influences". The film is closely connected in the commercial, in which the admen very creatively depict the winter aristocratic St. Petersburg. This part of commercial about St. Petersburg is not by accident. One of the reasons is that the Russian aristocracy admired Cartier jewellery. In addition, the Russian culture influenced the design of this company. Louis Cartier was the first time in Russia in 1904 and thanks of this culture he created enamel jewellery, began to use precious stones with new colour combinations, etc.

The fourth documentary is "Cartier and the Road to the Middle East". Louis Cartier discovered the Islamic art in the early twentieth century. As result, this Islamic art strongly shaped some of the Cartier's jewellery design.

## The Art and PR Communications of the Luxury Brands

The art creates excellent conditions for the efficient PR of the luxury brands. The Cartier pour l'Art Contemporain Foundation is one of the most appropriate examples in this regard. The Cartier Foundation was established in 1984 as a centre for contemporary art, representing different artists.

The architect of the museum is the world-famous Jean Nouvel and the museum's garden was designed by the well-known German conceptual artist Lothar Baumgarten. The two famous architects enhance the PR and the positive image of Cartier. This is also a typical example of the communicative strategy "endorsement". The marketing communicators actualized it with the help of the world-known architects.

The museum shows now about 1 500 works by more than 350 artists - including James Lee Byars, Yukio Nakagawa, Wim Delvoye, Alair Gomes, Liza Lou, Guillermo Kuitca, William Kentridge, Jean-Pierre Raynaud, Gérard Garouste, Raymond Hains and others.

Another good example in this regard is the museum and the cultural centre Louis Vuitton Foundation (Fondation Louis-Vuitton pour la création), opened in 2014. It is designed by the world-famous architect Frank Gehry. The museum's collection consists of works by some world artists - Jean-Michel Basquiat, Gilbert & George, Jeff Koons and others. The exhibition also includes different installations - by Ellsworth Kelly, Olafur Eliasson, Janet Cardiff and others. Millions of visitors came to this cultural institution, which is excellent for the positive image of Louis Vuitton.

## Conclusion and the New Directions

The semiotics and the consumer psychology are important for the efficiency of marketing communications. We can determine the main components of the respective phenomenon with the help of the semantic field. The admen can create efficient advertising and other marketing communications on this basis.

The archetypal appeals are some of the most relevant in the marketing communications of the luxury goods. The key archetypal appeals here are these of power, centre, light, beauty, symmetry, and the admen actively use them. This is done in the same way in which the communicators use these appeals in the other narratives - religious, political, ideological, etc.

One of the most appropriate strategies in the marketing communications of the luxury goods is the endorsement (the star strategy). The world-famous film, fashion, spot and other stars, illustrious designer, artists, musicians, architects, etc. participate actively in the luxury brands' advertising.

The postmodernism significantly changes the patriarchal paradigm of marketing communications of the luxury goods. The patriarchal connotations are pejorative from the standpoints of the postmodern Western societies in which the ideas of feminism and social responsibility flourish. These patriarchal standpoints definitely hurt the ad effectiveness of the luxury goods. The marketers and the admen neutralize this by:

- the use of social causes and social appeals in the marketing communications of luxury goods – as in the Benetton's ads.;
- the use of women whose appearance does not respond to the standards of the sexualized patriarchal thinking.;
- the use of creative approaches – as in the ads and in the other marketing communications of vodka Absolut.;
- connecting the luxury goods with the art – as in some Chanel's ads and in other marketing communications of this company, etc.

The three commercials, analysed in the article, are an advertising masterpieces. Because of this the admen on their basis can continue with other marketing communications in the traditional and in the digital media. Due to their attractiveness, these commercials became viral and they are actively disseminated by customers in the different social networks.

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