

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

Divaries C. Jaravaza¹

¹ Bindura University of Science Education

Potential competing interests: No potential competing interests to declare.

TOPIC: The author is writing on an interesting area in marketing communications but the topic lacks explicitness by using the broad expression, 'other marketing communications'. I suggest that the topic must be rephrased to bring more specificity on the other marketing communications.

Abstract: can be improved by specifying the following:

1. other marketing communications
2. the three commercials must be highlighted as well.

Paragraph 1: the author emphasizes champagne (including champagne) but does not explain why. The first paragraph must provide a necessary launch pad for the next paragraphs, unfortunately this is lacking.

Paragraph 3: it is confusing, what is it focused on? Is the paragraph on how luxury brands perform during an economic crisis? If so, what about issues on purchase intentions? These issues are not logically flowing.

Paragraph 5: The shopping mall, it appears to have been abruptly left hanging. The paragraph does not connect with the preceding and succeeding paragraphs.

Paragraph 8 : Celebrity endorsement, the author refers to an example of endorsement communicative strategy of rock stars in cinema; Elvis Presley and Madonna. These examples are now too dated. Why not given more recent examples.

Paragraph 10: China, there is need to discuss why the author just focuses on China and not other countries.

Main Text

There is lack of logical flow on Archetypes. It is recommended to start with The Archetype to The Archetype Main Characteristics to The Archetype Appeals to Main Archetypal oppositions.

There is need to have a clear heading on the three commercials and a paragraph highlighting issues to be gleaned from the ads.

