

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

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Potential competing interests: No potential competing interests to declare.

SUMMARY:

The article uses semiotics and the theory of archetypal appeals to analyze marketing communications for luxury goods. It begins by introducing the semantic field of "luxury" and explores archetypal appeals related to power, light, youth, beauty, and centre in marketing luxury goods. The concept of "beauty" in marketing narratives is then examined, with a focus on how celebrities are commonly used in luxury goods advertising, closely associated with the communicative strategy of "endorsement." The article's goal is to analyze luxury goods advertising using these theoretical frameworks in both traditional and digital media. It employs psychology, semiotics, and narrative theory as its primary scientific approaches.

Comments:

1. The article introduces terms like "customering" and "consumering" without clear definitions or explanations. According to me, it would be good if definitions and context for these terms are included to ensure readers understand their significance.
2. Clarify the concept of "positive spaces" and how it relates to archetypes.
3. In the section on, "The Archetype Light/Darkness in the Advertising of Luxury Goods" I don't think any examples of luxury goods that use the archetype of Light/Darkness have been explained. I think using good examples would make it easier to understand the concept.
4. In the same section, there is a line that says, "This archetype is universal in the European civilization." Maybe an explanation of why the light/darkness archetype is universal in European civilization would probably provide some more context.
5. It would really be helpful if a brief introduction or explanation on "Archetype of the Centre" were provided.
6. The section on "The Story of the Movie-Commercial" introduces the film-commercial "L'Odyssée de Cartier" but doesn't provide any details about its content. There could be a brief summary of the same or a link to watch the same for context.
7. In the section on Art and PR communications of luxury brands, instead of just mentioning that Jean Nouvel's

architecture and Lothar Baumgarten's garden design enhanced the PR and positive image of Cartier, a more in more detail explanation of why it has enhanced would make sense according to me.

8. "The exhibition also includes different installations - by Ellsworth Kelly, Olafur Eliasson, Janet Cardiff and others." In this line, mention which installations were included and why.

Minor comments

1. Line: The archetype of the light is one of the most important in the numerous communications - these of religions, ideologies, literature, theatre, cinema, etc.

Should be: "those of religions, ideologies, literature, theatre, cinema, etc."

2. Some of them are structured bellow (should be 'below')

3. One of the problems in this case is that the Western costumers are not particularly familiar with some of these Asian celebrities. (should be 'consumers' or 'customers')

4. Line: People often use the word "beauty" as a noun, by which they express the phenomenon of a beautiful woman.

It should be "People often use the word"

5. The line "The art creates excellent conditions" should be "Art creates excellent conditions"

6. There are a lot of grammatical mistakes in the article. meticulous editing is required before it can be fit for publication.