

# 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.

The subject under investigation is extremely interesting. However, the article should be reorganised so that the reader understands well what the objective and value of the study is. It might be useful to include an introduction framing the topic, highlighting the gap and briefly describing the methodology used to fill it, as well as the main results achieved and the implications of the research work. The literature review should be streamlined and reordered; it does not appear clear what the link is between the various topics addressed (semiotics, archetypes and how these apply to luxury goods). The research methodology is not described and this creates confusion. It is not clear what kind of study was carried out. An examination of the main marketing campaigns in which the joint use of semiotics-archetypes with respect to luxury goods is visible? An analysis of the literature, supported by examples? Consequently, an analysis of the results also seems to be lacking. In the conclusions, the academic and practical implications of the study are not made explicit, nor are its limitations; furthermore, there are no references to the literature to support the main reflections presented. To summarise, the material to work with is there; however, it needs to be reorganised in a more orderly manner, dividing it into introduction, literature review, research methodology, results, discussion and conclusion.