

The Golden Romance from Italy to the World

-- A Case Study of Ferrero's Mini-film Advertisements

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Abstract: Ferrero Rocher, an Italian chocolate that ranks among the top three on various sales charts every Valentine's Day, quickly captured the Chinese chocolate market and gained recognition from the Chinese people since the establishment of its official distribution in China in 1994. In 2014, Ferrero released a mini-film advertisement "Layers of Thought, Layers of Joy" that attracted a large number of consumers' attention, triggering extensive discussion and boosting the brand image of Ferrero in China, and promoting the sales of Ferrero Rocher chocolate series in China. Therefore, based on the Ferrero mini-film advertisement "Layers of Thought, Layers of Joy" and the development of related products such as Nutella and Kinder Joy, this study will explore the form, narrative technique, marketing strategy, and emotional appeal behind the advertisement from the perspective of advertising psychology theories.

Keywords: Micro-film Advertisement; Narrative Technique; Marketing Strategy; Advertising Appeal.

1. Introduction

Ferrero Rocher chocolates are a series of Italian chocolate products where each chocolate ball is wrapped in gold foil and labeled with the Ferrero Rocher logo. This product dominates the top three of chocolate sales in various countries during romantic and chocolate-sweet holidays like Valentine's Day and Christmas (Harris, Bargh, & Brownell, 2009). Since entering the Chinese market in 1984 and establishing an official distributor in 1994, Ferrero has quickly captured a substantial share of the chocolate market in China and gained recognition for its chocolates among the Chinese people. After opening the Chinese market, Ferrero continued to launch a variety of advertisements, and its 2014 microfilm advertisement "Layers of love, layers of luxury" attracted the attention of a large number of consumers, sparked widespread discussion, improved Ferrero's brand image in China and promoted the sales of Ferrero Rocher chocolates in the country (Aaker, Biel, & Biel, 2013).

"Layers of Love, Layers of Luxury" is a microfilm advertisement launched by Ferrero in 2014 mainly through television broadcasting. A microfilm is a film with a micro duration, micro production cycle, and micro investment scale. Microfilm advertising is the new format of the microfilm industry that has gradually shifted towards "microfilm+." The themes of microfilm advertisements include public welfare education, commercial promotion, fashion trends, social hot topics, etc. It can be presented in the form of short films or series. Microfilm advertisements, like movies, have the "three elements" (time, place, characters), vivid events, and a distinct theme. They play a role in attracting attention, triggering thoughts, promoting, persuading, and other functions. Why did Ferrero choose the microfilm advertisement format for "Layers of Love, Layers of Luxury," and how did Ferrero use this microfilm advertisement to promote its brand? This paper will delve into the development of Ferrero's enterprise and related products such as Nutella and Kinder Joy, and explore the Ferrero "Layers of Love,

Layers of Luxury" microfilm advertisement from the perspective of advertising psychology, microfilm advertisement format, narrative techniques, marketing strategies, and emotional appeals behind advertisements to analyze its role in promoting Ferrero's products and brand (Daugherty, Eastin, & Bright, 2008).

2. Ferrero Brand Background

2.1. Formation of the Ferrero Brand

Ferrero originated as a small confectionery shop in Italy. During World War II, the founder Pietro Ferrero relocated his family from Turin, Italy to the Piedmont region in northern Italy to avoid the turmoil. Due to the war, Italy's national economy suffered a heavy blow, and cocoa beans became very scarce and expensive. In 1943, when Mussolini was overthrown, Italy's fiscal deficit reached a historic high, with government revenues only covering 36% of expenditures. Italy had to pay reparations to the Soviet Union (US\$100 million), Greece (US\$105 million), Yugoslavia (US\$125 million), and Ethiopia (US\$25 million). For the people of Italy, this was an even greater burden, with their basic living standards difficult to maintain, let alone enjoying their favorite but expensive chocolates (Sanborn, 2022).

At this stage, Pietro Ferrero handed over the dessert shop to his wife Pira for daily operation, while he began to create new sweets - ones that required a low-cost substitute ingredient for cocoa beans to make chocolate. This is where hazelnuts come in as they were abundant and cheap in Italy. However, there was still a significant difference in taste between hazelnuts and cocoa. As a result, Pietro Ferrero could only experiment with the taste of the new sweets on his wife Pira, but the difficult process and long-term taste testing also took a toll on her health. This forced Pietro Ferrero to turn his attention to the customers of his own bakery. He adopted a popular marketing strategy at the time: giving small gifts after purchasing sweets, thereby further enticing customers to provide feedback on the new flavors. After years of taste

testing, the new hazelnut bar "Pasda Gianduja" was invented, and it is this sweet that brought us Ferrero today. "Pasda Gianduja" is named after the dough "Pasda" and the well-known character of the Carnival, "Gianduja". This sweet is essentially the hazelnut bar we know today. When the hazelnut bar was first invented, it was like its name, "Pasda", and needed to be opened and sliced with a knife before consumption. Thus, Pietro Ferrero's product development basically met the two basic elements of attracting customers with low prices and good taste, and in 1946, Ferrero was officially registered as a company named after him.

However, during the early days of Ferrero, only Pietro Ferrero and his wife were involved in the production process, and they soon realized that they could only produce 3 kilograms of products per month. It was clear that the supply-demand relationship was imbalanced, and this was not a sustainable development model for the long term. So, Pietro Ferrero began building factories, bringing his brother Giovanni Ferrero and his son Michele Ferrero into the family-owned and operated factory management team, and collaborating with local farms to ensure high-quality raw materials and stable supply. Therefore, under the premise of low-priced "Pasda Gianduja" hazelnut bars, this product quickly took over Italy's dessert market. At this point, the foundation of the Ferrero family had been established.

Later, in order to meet the needs of more diverse customers, in 1949, Pietro Ferrero improved "Pasda Gianduja" hazelnut bars and invented the predecessor of the famous "Nutella" - "Supercream Gianduja" hazelnut spread. "Supercream" means "spreadable", and it is obvious that "Supercream Gianduja" hazelnut spread has a smoother texture and can be spread on bread like chocolate sauce. Therefore, this "Supercream Gianduja" hazelnut spread achieved even greater success than the hazelnut bar - it successfully made the Ferrero family a top Italian dessert brand. This "Supercream Gianduja" hazelnut spread has a taste comparable to chocolate sauce, but it uses only a small amount of cocoa beans, and instead, a large number of hazelnuts and sugar, which implies that it will have a low price. That same year, Pietro Ferrero passed away.

After Pietro Ferrero's death, his brother Giovanni Ferrero inherited the family business. Looking at the situation of the Ferrero family at the time: with their delicious yet inexpensive product "Supercream Gianduja" hazelnut spread and the establishment of factories to increase production, how could they open up sales in the market? This is the question that Giovanni Ferrero is about to contemplate and solve.

2.2. Opening up the Market of Ferrero

Brand After taking over the Ferrero family business, Giovanni Ferrero chose to open up the market in two directions. Firstly, he targeted the lower-end market. Why did he focus on the lower-end market? At that time, Italy already had delicious chocolate sauce, but it was priced at six times the same weight of "Supercream Gianduja" hazelnut sauce. More importantly, although there was a difference in taste between "Supercream Gianduja" and real chocolate sauce, there was no obvious difference between them (only extremely taste-conscious people or loyal chocolate sauce fans could taste the difference; Chi, 2011). This is where the advantage of "Supercream Gianduja" hazelnut sauce became prominent - the cheap substitute for chocolate sauce. Therefore, Giovanni Ferrero made a decision to "surround the city from the countryside". He traveled by car to various

towns and villages in Italy to build his own agent system. According to an interview with the current head of the Ferrero family to a reporter, when second-generation Giovanni Ferrero arrived at a town, he would go directly to the largest retailer in the area. Without much ado, he would take out two unlabeled cans - one containing true chocolate sauce sold in the market, and the other containing "Supercream Gianduja" hazelnut sauce produced by the Ferrero family. He would give the retail seller a taste of both sauces and ask for their evaluation. Retailers generally answered, "The truly chocolate sauce tastes better." Giovanni Ferrero would immediately say, "Yes, but the other can is only one-sixth the price of true chocolate sauce. Now, which one do you think tastes better?" After speaking, he would leave immediately, asking before leaving, "Where is your shop located?" (Referring to the second-ranked retailer in the area). In fact, Giovanni Ferrero would not go to the shop of the second-ranked retailer at all, but he was anxious to go to the next town. However, this sentence is very clever, as it fully implies a message: if you don't buy this cheap "Supercream Gianduja" hazelnut sauce from me, your competitors will. In any era or country, products with almost identical tastes are often easier for lower-priced products to seize the market. This made it almost impossible for any retailer to refuse Giovanni Ferrero's agency. Soon, Ferrero's agent system spread throughout Italy (Jones, Aiken, & Boush, 2009).

After establishing his own agent system in the lower-end market, Giovanni Ferrero immediately began to implement plan B to capture the city: starting with the children. After all, in any era or country, children are one of the easiest groups to make money from. At the same time, compared to real chocolate sauce, "Supercream Gianduja" hazelnut sauce has a fatal advantage for children-sweetness. According to the formula of "Supercream Gianduja" hazelnut sauce, sugar is ranked first in content, followed by palm oil, then hazelnut, and finally cocoa (with only 7.4% of cocoa content), far below China's 2017 national standard that only chocolate products with a total cocoa solids content exceeding 25% are considered chocolate products. However, real cocoa is bitter. The recipe with the highest sugar content in "Supercream Gianduja" hazelnut sauce perfectly captures the hearts of every child. But how do you let children know about "Supercream Gianduja" hazelnut sauce? Giovanni Ferrero used a modern and proven sales method: taste testing, and exclusively for children. As long as a child brings a piece of bread to the "Supercream Gianduja" hazelnut sauce tasting cart, the store employee will spread "Supercream Gianduja" hazelnut sauce on the bread for free, but adults are not allowed to taste it. This marketing method is very clever and effective. Giovanni Ferrero's strategy was not to directly compete with chocolate or those who grew up eating chocolate, but to use "Supercream Gianduja" hazelnut sauce to capture all children-those offspring of chocolate-loving adults. When these children grow up, the memories stored in their minds will no longer be that chocolate is delicious, but that "Supercream Gianduja" hazelnut sauce is delicious, sweet, and a childhood memory. Therefore, Giovanni Ferrero used this method to capture almost all the children in rural towns. At the later stage of the taste testing phase, piles of children patiently queued up on the city square just to wait for the "Supercream Gianduja" hazelnut sauce tasting cart to appear. This move even caused a sensation in the police station at the time, who thought it was some kind of witchcraft trick to lure children. Under the mad bombardment of the taste-testing car,

Ferrero's reputation quickly accumulated in the city. When Ferrero's "Supercream Gianduja" hazelnut sauce was officially sold in the city, countless parents were dragged and pulled by their children to buy Ferrero's products. Thus, Ferrero opened up its market in the city.

Giovanni Ferrero only spent three years relying on the lower-end market and targeting children in big cities to turn Ferrero's small factory from an initial 100 employees that could only meet sales into a huge factory that required 2,000 employees to barely keep up with production. By doing so, Ferrero successfully became a well-known brand with presence (Hartmann & Apaolaza-Ibáñez, 2012).

In 1957, Giovanni Ferrero was invited as the only businessman among 53 members (the other 52 were mayors from various regions of Italy) to participate in an economic organization to study how to improve the development of commercial economy in various regions of Italy. However, Giovanni Ferrero passed away the same year. The task fell on Michele Ferrero, the third-generation of the Ferrero family who was the son of the first-generation Piero Ferrero.

2.3. Ferrero's Global Expansion into the Dessert Market

Michel Ferrero became involved in the family business after the death of his father, Pietro Ferrero, and the introduction of his uncle, Giovanni Ferrero. During this time, Michel learned a series of business skills from his uncle, who was establishing a distribution system in various towns and cities throughout Italy and promoting taste testing events in major cities. Michel had the opportunity to observe the food industry up close and developed the ability to read people's behavior during his uncle's product promotions (Ko, Cho, & Roberts, 2005). After Pietro and Giovanni passed away, Michel inherited the responsibility of managing the family business and leading Italy's economic recovery. He began to think about how to bring Ferrero's "fake" chocolate to the world (Evans, Phua, Lim, & Jun, 2017).

However, during that time, many international brands had penetrated the global market and relied on two platforms for their success. The first platform was World War II, where classic examples included Coca-Cola and Nescafé following American troops and expanding their production facilities and market reach wherever they went, which contributed to their global recognition. Clearly, the Ferrero family could not capitalize on the winds of Italy's World War II. The second platform was to export lifestyle patterns through economic differences. McDonald's and KFC are the typical examples of this platform, representing advanced lifestyles regardless of whether it was the first store in the Soviet Union or Beijing. For a period of time, even having weddings at KFC was considered honorable (Kilbourne, 2012). However, Ferrero did not take advantage of this platform because at that time, Italy relied on loans from US President Marshall and the United Nations Relief and Rehabilitation Administration to sustain its economic operation. As a result, Italy was still in the process of economic recovery and had not yet established the concepts of romantic Rome or fashionable Milan. How could Michel Ferrero bring his products to the world? Michel took a clever approach: advertising (Amos, Holmes, & Strutton, 2008).

However, what kind of advertising could possess global influence, facilitate cross-regional and cross-cultural communication, promote products to attract the attention of the target audience-children, and achieve maximum

effectiveness? Michel Ferrero eventually decided to make cartoons. Although the cartoons created by the Ferrero family at that time were obviously poorly made, Michel Ferrero pioneered soft advertising through cartoons. Using cartoons as a form of advertising was extremely successful and well-received. Even today, we are familiar with the Haier Group's "Haier Brothers" and the Audi Quattro's "Four-Wheel Drive Boy," which adopted the same approach to capture children's attention. However, there was an issue: it was not the children who spent money on products, but rather their mothers-housewives. Watching cartoons might inform children about products like Ferrero "Nutella" spread and chocolate, but it did not necessarily lead their mothers to make purchases. Thus, Michel Ferrero began to speculate on housewives' psychology. At that time, the identity of a housewife was unique; these mothers felt obligated to provide the best food for their families, yet they also had limited cooking skills. Additionally, there was a significant difference between what adults considered to be delicious and what children saw as good food. How could Ferrero solve this problem?

Michel Ferrero quickly came up with a solution: giving Supercream Gianduja hazelnut spread a name that was easily accepted in countries outside of Italy. Therefore, in 1964, the name "Nutella" was born, with the Chinese translation being "Neng Duo Yi." The word "Nut" in "Nutella" represents hazelnuts (in English, hazelnuts can be simplified to "nut," while in German, hazelnuts are known as "nuss"). "Ella" is a suffix from Italian, which means "sweet" and is a common suffix for many types of food. The name "Nutella" not only indicates that the main ingredient in this sweet is hazelnuts, but also suggests that it is delicious and sweet, while also implying it was produced in Italy. Thus, "Nutella" replaced "Supercream Gianduja" as the name of the hazelnut spread.

At the same time, Michel Ferrero came up with a simple slogan for Nutella in 1964, delivered in the voice and perspective of a child: "If mom has a cooking secret, I also have a 'Nutella' spread on bread." This advertisement was convincing, suggesting that for children, spreading Nutella on a piece of bread made it delicious. The fact that kids regularly asked for "Nutella" at home helped change mothers' buying behaviors, causing Ferrero "Nutella" to quickly sweep across European and American markets. Later, Oreo used a similar two-step approach for its advertising, saying, "Twist it, lick it, dunk it."

However, as time passed, children began to receive larger allowances. The disadvantages of the previous approach started to emerge. Therefore, Michel Ferrero began to speculate about what children were thinking. In 1974, under the personal control of the third-generation Michel Ferrero, a cross-era product was developed - Kinder Joy. The most significant feature of Kinder Joy was the toy inside, randomly selected, which is considered the ancestor of modern blind boxes. This made the Kinder Joy a combination of playfulness and social attributes, and most importantly, it was delicious! The slogan for this product was "Three wishes, one satisfaction - good taste, fun, and surprises." As a result, children in Europe and America ate Kinder Joy every day to collect the entire set, and Ferrero specially designed two packages of different colors for boys and girls, blue for boys containing Superman and car toys, and red for girls containing princess dolls. Ferrero used Kinder Joy to successfully capture the children's market once again.

In 1984, China launched its economic reform and opening-up policies. To tap into the chocolate market in China,

Michele Ferrero recognized the importance of China's gift-giving culture and the tendency to prefer high-end and expensive imported gifts. Thus, he developed Ferrero Rocher hazelnut chocolate, which features a multi-layered structure. The outermost layer is made of milk chocolate and crushed hazelnuts, followed by a thin spherical wafer, then a creamy and fragrant Nutella hazelnut spread, and finally, a whole hazelnut center. This results in a unique and complex flavor profile. Additionally, each chocolate ball is individually wrapped in a complete golden foil, adorned with Ferrero Rocher's embossed logo, and placed in a transparent plastic box with black packaging paper at the bottom. The packaging of Rocher hazelnut chocolate is elegant, innovative, and unique, providing a sublime visual experience that greatly satisfies the Chinese people's self-esteem when giving gifts. Facing renowned international brands such as Cadbury and Hershey, who dominate the chocolate market in China and the dwindling global chocolate market, Ferrero chose a different approach. They entered the Hong Kong and Taiwan markets by collaborating with Watsons, focusing on China's gift-giving occasions such as festivals and Valentine's Day. The result was evident; Ferrero achieved absolute success in the Chinese gifting industry. According to market research, Ferrero Rocher hazelnut chocolate sells as well as roses during Valentine's day, further demonstrating the product's success.

Using the Nutella hazelnut spread, Kinder Joy eggs, and Rocher hazelnut chocolate, Ferrero has successfully penetrated more than 100 countries and regions, making the Ferrero family's patriarch the wealthiest person in Italy according to Forbes. From a small artisanal workshop, Ferrero has grown to become a globally recognized chocolate brand. In this way, Ferrero has successfully expanded into the world, becoming a major player in the global dessert industry.

3. Analysis of Ferrero's Advertising Theory: "Layered Thoughts, Adding to the Essence"

3.1. Analysis of the Micro-Movie Form

The concept of "micro-movie advertising" has been defined in previous research as "a type of short film advertisement that integrates products, brand images, public welfare activities, and other narrative elements into the story plot using film-making techniques, with the main delivery platform being the internet and supported by advertising sponsors.". The definition of micro-movie advertising clearly indicates that it is a type of short film advertisement with a story plot and the use of film-making techniques (Zhang & Mao, 2008). Three important components of micro-movie advertising are its theme, music, and visuals. Moreover, micro-movie advertisements tend to have shorter lengths, ranging from 30 seconds to 60 minutes, which makes them more easily acceptable to an audience (Calvert, 2008).

By analyzing the "Layered Thoughts, Adding to the Essence" advertisement by Ferrero, we can observe that the story plot and film-making techniques used in the advertisement conform to the characteristics of micro-movie advertising, making it a successful example of the genre. Furthermore, with a length of only one minute and thirty seconds, the ad is short and concise, making it easier for audiences to digest (Gill, 2008).

Regarding the three important components of micro-movie advertising, the theme of Ferrero's ad is very clear: "Layered

Thoughts, Adding to the Essence" is the core theme of the advertisement. Although it is not mentioned until the end of the ad, this theme runs through the entire advertisement. Additionally, the balance between the display of products and the emotional storyline is handled well. This balance helps to highlight the main theme while still promoting the product, ensuring that the advertisement fulfills its intended purpose without feeling too long or losing the viewer's attention.

In a micro-movie with a warm-heart theme, it is difficult to fully express emotions in a short period. Therefore, during the filming process, it is necessary to accumulate a large number of subtle moments that are not easily observable in everyday life and make them evident in the final product. "Layered Thoughts, Adding to the Essence" does not rely on a single form of relationship such as family or romantic love to deliver its message. Instead, it presents a mixture of familial relationships, friendships, romantic love, and teacher-student relationships, which are then linked through details that are commonly overlooked in daily life. This approach allows the advertisement to connect with a wide range of viewers and their emotions in a short span of one and a half minutes, allowing for a concentrated surge of emotions that highlights the main theme of "Layered Thoughts, Adding to the Essence".

Next, the scene music used in "Layered Thoughts, Adding to the Essence" includes all non-dialogue music used in the micro-movie. Scene music is often used in warm-hearted films to drive the plot, create an emotional atmosphere, and engage the audience's emotions. The entire micro-movie uses the pure music track "Juliet's Dream" by Abel Korzeniowski. Starting with a few simple notes, grey Italian style buildings and birds playfully appear and stream into the first climax when a golden balloon is raised. While the music becomes more passionate, interactions between different people from daily life are presented, leading up to the scene where Ferrero Rocher Chocolate Master makes Rocher chocolates. After a brief bass transition, the second climax begins with a voiceover stating: "You bring warmth to family relationships, concerns to friendships and sweetness to love". The music both activates the senses, and visually captures attention while triggering contextual memory. Finally, the music returns to a calm state and leads to the core theme, "Layered Thoughts, Adding to the Essence" and ends by highlighting the advertiser, Ferrero, and its product, Rocher. The use of music throughout the advertisement successfully drives the plot, evokes emotions in the audience, and leaves a lasting impression on the viewer that is associated with Ferrero's Rocher chocolate.

Lastly, for the visuals in "Layered Thoughts, Adding to the Essence", the advertisement primarily uses colorful short shots. However, in certain scenes, strong color contrasts are utilized (e.g., the contrast between the grey buildings and the golden balloon at the beginning) to attract the audience's attention and trigger sensory information. Short shots are more suitable for micro-movies as they cater to attention spans and the need for fast-paced yet condensed storytelling. Additionally, short shots allow for a large amount of information to be conveyed quickly and effectively, triggering emotions within the audience in a short period. Almost all of the shots are dynamic until the presentation of Ferrero Rocher Chocolate brand at the end. At this point, the camera suddenly becomes static, creating a change in pace that results in greater attention being given to the advertised product, Ferrero Rocher. This use of dynamic and static shots, paired

with its other techniques, makes "Layered Thoughts, Adding to the Essence" succeed in capturing the viewer's attention and conveying its message, ultimately leading to long-term memory and behavioral change.

In conclusion, Ferrero's "Layered Thoughts, Adding to the Essence" micro-movie advertising succeeds in drawing attention, displaying the micro-movie ad's message of "Layered Thoughts, Adding to the Essence," evoking emotions of familial affection, friendships, and love among its viewers, and furthermore, enters into long-term memory and behavioral change. The advertisement's combination of film-making techniques, non-dialogue scene music, and visuals highlights its success as one of the most effective forms of micro-movie advertising.

3.2. Narrative Analysis

The Ferrero micro-movie advertisement, "Layered Thoughts, Adding to the Essence," differs from typical micro-movies in that it lacks a main character and an obvious narrative plot, instead using a narrative sequence of alternating montage. Throughout the advertisement, the scenes of several stories are intercut, with characters relying on only eye contact and body language to communicate their emotions. The narration is predominantly used to express the emotional changes and expressions of the characters (De Mooij & Hofstede, 2010).

In terms of its presentation, "Layered Thoughts, Adding to the Essence" uses a progressive approach, starting from the surface and gradually leading to deeper layers. The entire micro-movie can be divided into three parts. The first part uses color contrast to emphasize the importance of the gold-colored gift, which is similar to Ferrero Rocher chocolate packaging, attracting the audience's attention. In the second part, characters begin to appear, with each character's entrance being focused on their reception of the gold gift, as the plot progresses, interactions between people are introduced, emphasizing the small details that occur in daily life (Chu, 2011). Then, in the third part, a brief display of Ferrero Rocher chocolate's layered production process occurs, highlighting the fact that the crafting of Ferrero Rocher chocolate is also "layered thoughts, adding to the essence." Lastly, the fourth part reveals the layered thoughts and essence behind each gift, making emotions like family affection, friendship, and love more touching. This allows the audience to gradually delve into each story, learning about the profound emotions and meanings behind each situation. The narrative structure emphasizes the theme of "layered thoughts, adding to the essence" (Arvidsson, 2006).

Overall, "Layered Thoughts, Adding to the Essence" uses narrative techniques such as montage and progressive storytelling to effectively convey its message to the audience. By interweaving multiple stories, the advertisement catches the viewer's attention and creates a deeper emotional connection with the audience. This exemplifies the use of strong narrative in micro-movie advertising, which can effectively communicate a brand's message while also evoking emotions and engaging viewers.

3.3. Marketing Strategy Analysis

In 2014, the year when Ferrero launched its advertising campaign "Layered Thoughts, Adding to the Essence," also marked the 50th anniversary of the creation of Nutella by Ferrero. To collect stories from people around the world about their experiences with Ferrero products, Ferrero intentionally

set up a website. Initially, people only discussed how to consume the products, but as the campaign progressed, more and more emotionally-charged stories were revealed. With this interactive approach, Ferrero tapped into consumers' deepest emotions, allowing more people to experience the "layered thoughts" behind Ferrero chocolate and adding extra meaning to cherished relationships with family, friends, and loved ones. By collecting and sharing such stories, Ferrero's marketing strategy managed to uncover hidden emotional connections between people, thus emphasizing the brand's philosophy (Rosenbaum-Elliott, 2020).

Rather than focusing on the traditional "4P" marketing attributes, the "Layered Thoughts, Adding to the Essence" advertising campaign adopted a "4I" marketing approach that was more aligned with current trends. The "4I" theory is centered on interaction and emphasizes the use of fun, humor, novelty, and entertainment to attract consumers' attention toward the product and brand. Through interactive experiences, consumers are directed to focus on the product, learn about the brand, and achieve emotional resonance while gaining satisfaction. First and foremost, the voiceover narration throughout the entire advertisement of "Layered Thoughts, adding to the Essence" addressed the viewers in the second person, "you," which brought the audience closer to Ferrero and fostered interactive engagement, resulting in emotional resonance. Secondly, the visual stimuli of colors, auditory stimuli of music, and everyday moments presented in the advertisement were all filled with humor. The creation of the website by Ferrero also added to the campaign's interactive, enjoyable, and entertaining features, inciting audiences to discuss topics such as "how to consume Ferrero products" and "their personal stories with Ferrero." While launching the broad-reaching "Layered Thoughts, adding to the Essence" campaign, Ferrero's website complemented it by creating interactive, enjoyable, and entertaining experiences, thereby satisfying audiences' needs for emotional connection with Ferrero and stimulating their thinking about "layered thoughts, adding to the essence."

3.4. Emotional Appeals Analysis

Advertising appeals are a way of attracting consumers' attention and influencing their perception of products or services. Emotional appeal is the most commonly used approach in advertising, as it is closely related to the audience's social and psychological needs and their behavior towards purchasing products or services. The emotional appeal of advertising is generally based on the personal and social psychological positioning and emotional needs of the audience (Matz, Kosinski, Nave, & Stillwell, 2017).

In the microfilm advertisement "Layers of Thoughts and Care Add Up to Perfection", the product being promoted is Ferrero Rocher hazelnut chocolate, which Ferrero positions as a high-end gift that can be given to friends, parents, children, teachers, lovers, and others with whom the giver has an intimate relationship. Therefore, emotional appeal is the most suitable appeal method adopted in "Layers of Thoughts and Care Add Up to Perfection". In addition, most domestic chocolate brands (such as Dove) emphasize the rational appeal of the taste of chocolate itself in product advertising, such as smoothness and sweetness. However, Ferrero takes a different approach by emphasizing the exquisite care taken by Ferrero masters in making Ferrero Rocher hazelnut chocolate and the layers of thoughtfulness behind the gift-giving process. Starting from an emotional level, the product is

linked to emotions, creating a unique advantage for the brand and making Ferrero stand out among numerous chocolate brands.

Furthermore, in the Ferrero "Layers of Thoughts and Care Add Up to Perfection" advertisement, the phrase "one layer of thoughtfulness, one layer of delicacy, one layer of heritage, one layer of extraordinary inspiration, and one special intention comes from - you" are emphasized. The first four sentences of the ad all emphasize the superior skills of Ferrero Rocher hazelnut chocolate and Ferrero masters in a progressive manner, while the last sentence suddenly shifts to "special intention" which implies that "thoughtfulness," "delicacy," "heritage," and "inspiration" are important, but it is the person giving Ferrero Rocher hazelnut chocolate who represents the most special and profound intention behind the taste of the chocolate. This line of the ad highlights "layers of thoughts and care" and emphasizes the sender's specialness while using the halo effect to highlight the uniqueness of Ferrero Rocher hazelnut chocolate, which elevates the brand value of Ferrero.

In terms of presentation, the Ferrero "Layers of Thoughts and Care Add Up to Perfection" advertisement adopts a combination of storytelling that is suitable for emotional appeals. Dividing several complete stories into three parts according to the order of events, each part progresses in a progressive manner, culminating in the theme. The contrasting colors at the beginning of the film attract the audience's attention and the small details in life move the audience, conveying the message that "layers of thoughts and care need to be felt carefully and delicately." This leads to changes in the audience's understanding and behavior, which better reflects Ferrero's concept of "Layers of Thoughts and Care Add Up to Perfection".

4. Discussion

The innovative and cleverly crafted advertisement "Layers of Thoughts and Care Add Up to Perfection" by Ferrero Rocher is analyzed in detail in this article, with a focus on the work's format, narrative technique, marketing strategy, and advertising appeal. The Ferrero family behind the ad also warrants further in-depth research. This case study can be used in future advertising psychology courses, particularly in modules covering the seven elements of advertising, including marketing attributes, persuasion, attention, information dissemination, and learning (Bertrand et al., 2010). Additionally, new teaching modules could be developed, such as examining the differences between modern and traditional advertising, exploring the use of microfilms in advertising, evaluating the advantages and disadvantages of new advertising methods, examining the changes in marketing attributes in the modern era, and analyzing the shift from rational to emotional appeals in advertising (Snyder & DeBono, 1985).

However, this article still has many shortcomings. Due to the author's limited knowledge and understanding, the theoretical analysis of the entire ad is only superficial, and there is a lack of deeper theoretical and psychological analysis. Future research can build on this paper to explore the commonalities and differences between Ferrero's series of advertisements, as well as investigating the theories of advertising psychology and consumer behavior employed in Ferrero's series of microfilm ads to advance the development and practical application of advertising psychology and consumer behavior theory (Fennis & Stroebe, 2015).

5. Conclusion

An analysis of Ferrero Rocher's "Layers of Thoughts and Care Add Up to Perfection" advertisement reveals that it is precisely because of its reasonable and appropriate use of microfilm format, narrative technique, marketing strategy, and advertising appeal that this microfilm ad has been widely circulated on the internet and social media, successfully enhancing Ferrero's brand image. "Layers of Thoughts and Care Add Up to Perfection" can be considered an excellent microfilm advertisement.

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