

An Analysis of the Advertising Strategy of Chanel perfume in Generation Z -- Taking Chanel No. 5 as an Example

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Abstract. As one of the world's top luxury brands, Chanel's perfume series is the core product of the brand. Among all of them, Chanel No. 5 is the most famous perfume and it is also the first perfume to use advertising film to promote. At the same time, it has become a landmark presence in the perfume market by virtue of the classic words of Marilyn Monroe. However, as the corresponding consumer group becomes younger, the effectiveness of traditional marketing strategies decreases and problems are exposed, for example, defects in female image, single color matching, and serious brand symbol binding. This article conducts research on these aspects and provides different suggestions. Optimizing Chanel's advertising design can not only attract a younger consumer group, but also retain the brand's core characteristics, retain loyal customers, and find a balance between art and business. At the end of this article, the shortcomings of the research are also pointed out, and future research can start from graphic advertising design, scenario based advertising design, and other aspects to help Chanel achieve all-round and omni-channel advertising promotion.

Keywords: Advertising design, marketing management, Chanel.

1. Introduction

Advertising is an art form. A good advertisement can not only accurately outline the soul of a brand but also resonate and connect with consumers. As a top luxury brand in the world, Chanel's unique advertising is indispensable in such a fiercely competitive luxury market environment. Among the many series launched by Chanel, perfume series is one of the core products of its brand. It has launched many well-known perfumes, such as Chanel No. 5, Gabrielle, Miss Coco. Chanel No. 5 is not only a luxury symbol, but also a cultural symbol. Since its launch in 1921, it has always occupied the leading position in the global perfume market. In addition, it is also the first perfume brand in history to use TV for advertising [1]. This marketing strategy has greatly enhanced consumers' desire for perfume. But as Generation Z gradually becomes the main consumer group in the luxury goods market, many brands are looking for new ways out. Chanel also needs to rethink how to attract young consumers through innovative marketing strategies, and the improvement of advertising videos is a good starting point. The research and analysis of Chanel perfume advertising film in this paper can not only provide ideas and references for its brand itself and other luxury brands' advertising planning, so that it can better improve advertising planning and attract more consumers. At the same time, it helps deepen readers' understanding of luxury advertising semiotics and communication studies. In terms of culture, this paper studies the era elements in Chanel perfume advertisements, such as women's roles, aesthetic trends, which can reflect social cultural changes and consumer preferences. The colors, symbols, and other elements in its advertisements can also provide ideas for balancing art and commerce and offer a new perspective for luxury brands. Therefore, this article will take Chanel 5 perfume as an example, study its advertising design changes since 2000, analyze its content, text, spokesperson changes and symbol use, and put forward deficiencies and suggestions.

2. Brand Positioning

Among all the existing perfume of Chanel, Chanel No. 5, Miss Coco and Gabrielle are the most famous. Among them, the advertising film of Miss Chanel Coco perfume starred by Keira Knightley

shows the female liberation and equal rights consciousness implied in Miss Chanel Coco perfume in a three minute and twenty second short video [2]. The other, abrielle took Ms. Chanel as the prototype and launched it in 2017 to pay tribute to Gabrielle. Its fragrance is bright and fresh, giving a pleasant and energetic impression. Like Miss Chanel Coco perfume, this perfume is also inspired by her own personality. At the beginning of the twentieth century, the young Gabrielle Chanel had a neutral and handsome dress style, which was incompatible with the culture of the times at that time [3]. Moreover, today, there are still many stereotyped women in the society, such as female drivers are "road killers", so the spirit implied by this perfume is still the spirit pursued by many women in the new era today: brave, fresh, free and daring to rebel.

Another perfume, the most classic Chanel No. 5, was the world's first acetaldehyde flower fragrance to make perfume. Its fragrance was changeable and lasting [4]. Marilyn Monroe's sentence "I only wear Chanel No. 5 to sleep" made it a symbol of noble status at that time [5]. On the other hand, with the changes in social and cultural concepts and the increasing youthfulness of consumer groups, people's understanding of women has become richer, no longer confined to traditional elegant images, but pursuing diversity, freedom, and individuality. The style of Chanel perfume advertising has also changed from a more distinctive elegance in the early days to a more diversified integration, including the choice of spokesmen and scene layout. More artists with different styles have emerged, and they are no longer limited to a single elegant scene. The female image portrayed in the advertisement is more three-dimensional, weakening the single label of "perfect woman" in the early days. The more diverse image fits the pursuit of "undefined" by young female consumers, while also retaining elegance and nobility, satisfying the emotional resonance of different consumers. This "familiar and fresh" brand style is also one of the important strategies for Chanel perfume market to last for a century.

3. Taking Chanel No. 5 as an Example

3.1. Change in Spokesperson

Finding a spokesperson is a common tactic in advertising, even for Chanel. Since 2000, there have been many spokesmen in the advertising film of Chanel No. 5, a perfume. The most classic of these is the 2004 advertising work starring Golden Globe Award winning actress Nicole Kidman, which adopts the techniques of reverse narration and interlude, unfolding from the perspective of the male protagonist's self-narration. The plot combines elements from the movies "Moulin Rouge" and "Roman Holiday", telling the story of an actress played by Nicole Kidman who slips away from the movie premiere, meets a stranger played by Rodrigo Santoro, and embarks on a romantic love story [6]. The slow-motion footage of the female protagonist running away, paired with her gorgeous long trailing skirt, instantly transforms the black and white image into color, creating a visually stunning scene that leaves an extremely deep impression on the audience. At the end of the story, she returned to the press conference venue, smiled back, and displayed a close-up of the Chanel logo pendant, providing consumers with an immersive experience while enhancing brand recognition. 12 years later, Lily Rose Depp, who was only 17 years old, was selected by Chanel to become the new spokesperson for Chanel No. 5. In the advertisement, she interpreted the new No.5 modern positive and negative theories, proving to the audience that every traditional woman has a brave and lively young girl living deep in her heart, and every young girl also has an elegant and classic "Chanel woman" waiting to break through herself. Her image is younger and more energetic than the previous spokesperson, which makes this "old perfume" exude fresh and fresh charm again and plays a very important role in attracting young consumers.

3.2. Construction of Symbolic Value

In the 2004 Chanel No. 5 advertisement, Chanel's brand logo appeared multiple times, up to eight times in just two minutes [7]. From the Chanel logo at the beginning of the advertisement when the female lead appeared, the huge double-C logo on the roof of the male lead's apartment, to the No.5

engraved on the diamond pendant that Nicole turned around to reveal at the end of the story, all strengthened the brand image and left an unforgettable impression on the audience. At the end of the advertisement, Nicole wore a black velvet evening dress on the red carpet, looked back and smiled to reveal the pendant with Chanel's logo. Black is a mysterious color, combined with Chanel's landmark logo, it highlights a noble and elegant temperament, conveys the high-end and luxurious positioning of Chanel No. 5 perfume, and attracts a large number of "Chanel women" who pursue elegance and classic. But the brand-new advertisement "See You at 5" that was just released last year has made a great contrast with this concept. The female protagonist Margot Robbie appeared in front of the camera wearing a red skirt set and a red swimsuit, giving people a sense of enthusiasm and vitality, showing the confidence, independence, and freedom of the new generation of women, while also paying tribute to Ridley Scott's 1986 Chanel No. 5 advertisement "Monument". From black dresses to red swimsuits, the image that differs greatly from Chanel's previous mysterious and elegant brand positioning has greatly helped attract a new generation of young consumers who pursue freedom. In addition to the popular advertising films in 2004, every perfume advertising film of Chanel has many eye-catching brand logos, or "camellia", "pearl" and other unique representative patterns of the brand. As a unique symbol of the product, Chanel's "double C" logo not only symbolizes the designer's concept and the spirit of the product, but also can deepen consumers' memory of the brand, demonstrating the irreplaceable nature of the brand.

3.3. Clever Use of Color

Black embraces everything, it is a mysterious and luxurious color just like white. Their beauty is impeccable and absolutely harmonious. At dances, women wearing black or white are always the focus. Therefore, unlike its competitor Dior perfume, which has always been luxurious and luxurious in advertising color style, Chanel has always adhered to the consistent black and white color matching as the logo color. In the 2004 advertisement, many combinations of black, white, and gray were used, but only Chanel's logo was designed in yellow and ran through the entire film. The oppressive feeling brought by black, white, and gray contrasts sharply with the resolute and decisive image of the female protagonist, presenting a brave and independent image that dares to challenge conventions, leaving a deep impression on the audience. At the same time, this also coincides with Miss Chanel's original intention of designing this perfume. The ingenious combination of the logo color and other bright colors makes Chanel stand out from many competitors while implementing the brand style and adds a significant contribution to the sales of perfume products.

4. Shortcomings of Advertising

However, when the 21st century arrives and Generation Z consumers become the new consumer force in the luxury goods market, Chanel's traditional marketing methods are somewhat ineffective, and its disadvantages are even more evident. Firstly, there is an insufficient portrayal of female characters in the advertisement. Although the female images in the advertising film are very diverse in vision, and the film content is also trying to break the stereotype of women in society and encourage them to show their true selves, but the choice of actors is still inseparable from the exquisite face and curved body, which still conforms to the single mainstream aesthetic of society [8]. Compared with the "protagonist", it is more like another "commodity" except perfume, which does not fully represent women. This has made some consumers begin to doubt whether they are genuinely speaking up for women, or if it is just a temporary compromise by capital to win over the female market and win the favor of female consumers. Next, there is an excessive symbolization of the brand. Nowadays, the Chanel brand is heavily associated with specific images, and the scenes in its advertisements are mostly luxurious class white upper society, giving people the illusion that those who use Chanel can have higher social status. Therefore, many consumers excessively value its symbolic value when purchasing its products, which actually conceals the practical value of the product, and can lead to consumers feeling like they have been "cut off", which can easily cause resentment and reduce

purchasing power [9]. On the other hand, Chanel's consecutive price increases in recent years have led many young consumers who have not yet had high incomes to believe that its brand image is "aloof" and "unattainable". Many people automatically define themselves as "boundaries" with this brand, stating that they are not its target audience. Instead of spending a high price on buying Chanel, they are more willing to buy "substitutes". At the same time, Chanel disclosed the production process of its handbag for the first time, breaking the image of its painstaking "French advanced handicrafts", which did not match the "elegant and advanced" and expensive product prices advertised by the brand, it led consumers to question a series of products of its brand, including the brand value of perfume, and also significantly reduced consumers' purchasing desire. Finally, is the use of color. With the progress of the times, advertising technology has become more mature. While Chanel still insists on the color matching between black and white, perfume advertisements of Dior, LV and other brands have begun to use brighter and eye-catching colors. Chanel's color matching with black and white signs can certainly consolidate brand recognition, but compared with the previous, the main consumer groups are becoming younger. Therefore, when facing young people who love new things, the luxurious advertising colors of other brands can better capture their attention in the first place and play a significant role in enhancing audience purchasing power.

5. Suggestions

Up to now, most consumers automatically label Chanel as "elegant," "high-end," "classic," rather than "affordable," "energetic,". This shows that Chanel's core brand temperament is not superior in attracting young consumer groups. Therefore, in the face of the shortcomings mentioned earlier, Chanel needs to rethink how to attract young consumers through innovation and improvement of traditional marketing strategies. In terms of advertising, the first step is to choose the image of female actors. Women of different skin colors, body types, and ages can be selected to participate, showcasing a more diverse range of female images rather than being confined to delicate white actresses. At the same time, it can expand more diverse shooting scenes, making the advertisement more closely related to the daily life of the audience, rather than creating an advertising image that can only be looked up to and is unrealistic. Furthermore, while improving advertising, product quality, practicality, and cost-effectiveness should also be enhanced to make it worthy of the brand's high pricing. This will attract new customers while better retaining existing ones. Next, regarding how to avoid excessive symbolization of the brand, Chanel should weaken the presence of symbols in some advertisements, avoid the stacking of classic symbols in all product advertisements, and insert more real brand stories in advertisements, so that the brand is not completely bound to symbols and consumers pay more attention to "Chanel style aesthetics and stories" rather than just symbols.

Moreover, on the other hand, when Generation Z becomes the main force in the consumer market, Chanel needs to stay close to the emotional needs of young people while retaining the brand's core. Here are three methods that can be tried. Firstly, color elements can be added to the advertisement, including but not limited to bright colors such as bright yellow and light blue that are not overly intense and do not contradict the brand image. Then, in terms of packaging, Chanel can reduce the distance with consumers by introducing small capacity portable perfume. Small capacity perfume bottles are not only more convenient for women in the workplace to carry, but also cheaper than large capacity, with high-cost performance. When experiencing perfume, it does not cost much, which makes it easier to gain the favor of young people, and also helps to improve the brand buyback rate. Finally, in terms of advertising communication, the Internet platform in the new era is very developed. Many young people like to surf the Internet in their spare time. Chanel can use new media, such as Tiktok, Kwai and other platforms commonly used by young people, to convey product characteristics in a more relaxed and interesting way. At the same time, it can explore high affinity stars, such as Zhou Xun and other, the full line image ambassador of China, it can reap fans' economic dividends, improve brand recognition and popularity, break consumers' impression of "high coldness" of the brand, create contrast, and more easily obtain popularity [10].

6. Conclusion

Advertising is not only an art, but also a discipline. The careful content design and clever choice of spokesmen of Chanel perfume commercials have really made several of its products popular, and its commercials have also become classics, attracting a wave of traffic for the brand. But as time shifts and Generation Z becomes the new main consumer force in the luxury goods market, the flaws in their advertising design finally begin to emerge. While other luxury brands are transforming their marketing strategies and seeking new avenues, Chanel should also engage in deeper thinking, improve its shortcomings, and explore new business opportunities. This article studies the advantages and disadvantages of its advertising design and proposes relevant solutions, which not only provide suggestions and references for Chanel, but also opens up new perspectives for the fiercely competitive luxury goods market. However, due to limited time, this article only studied the design of advertising videos. It is not difficult to find from this small part of the research that the effect of advertising on increasing product sales cannot be underestimated. Therefore, future research can conduct more in-depth studies on print advertising, scenario-based advertising, including but not limited to newspaper and magazine promotion, social media promotion, offline shows, brand press conferences. Optimizing these aspects can also greatly enhance promotional effectiveness and brand awareness. In this way, a series of excellent advertisements and promotions can be better done for a product, and at the same time, it can efficiently stimulate domestic demand, which can also play a certain role in expanding domestic demand and helping the country's economic growth.

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