

How Luxury Advertising Captures the Psychology of Audience

-- Take Chanel's top 5 Most Viewed Videos on YouTube for Example

Yuqin Long^{1, a}

¹College of Information Technology and Engineering, Guangzhou College of Commerce, Guangdong, Guangzhou, 510000, China.

^aE-mail: lyq0627@outlook.com

Abstract: Chanel is one of the world's leading luxury brands, whose advertisements often receive high airtime and widespread attention worldwide. The aim of this thesis is to examine Chanel's top five most aired advertisements over the past few years and to analyse the success factors of these advertisements. By collecting and analysing data, we identified Chanel's top five most broadcasted advertisements, including "Chanel No.5: The One That I Want", "Chanel Gabrielle: The New Fragrance " and "Chanel Chance: It's Your Chance". These ads have received tens of millions of views and shares not only on mainstream social media platforms such as YouTube, but also on advertising channels such as television and film. I further analysed the success factors of these ads and found that Chanel focused on brand image, emotional marketing and dramatic storytelling in the production of the ads. The themes of the Chanel ads are often closely related to the independence, confidence and beauty of the modern woman, which attracts a large audience and fan base through engaging plots and high quality visuals. In addition, the celebrity faces of Chanel's advertisements, such as Keira Knightley, Gisele Bundchen, Lily-Rose Depp and Kristen Steward, have brought additional exposure and word-of-mouth to the brand. With its wide popularity and reputation in the luxury industry, Chanel's successful advertising productions have also become a benchmark in the industry. We believe that by taking a closer look at the success factors of Chanel's advertising, other luxury brands can draw inspiration from them to improve their own advertising effectiveness and brand impact.

Keywords: Advertising and marketing strategies, Luxury brands, Visual presentation techniques, Celebrity effect, Consumer psychology.

1. Introduction

With the rapid development of the economy, the mainstream culture is gradually moving towards a culture of wealth and luxury is becoming increasingly synonymous with wealth.[1] Luxury advertisements are a unique marketing tool; they are not just about marketing products, but also about building brand images and establishing brand values. The audience groups of luxury advertisements are usually people with high income and high spending power, and these people often have unique psychological needs and tastes, and they hope to satisfy their social status, taste and self-worth recognition by consuming luxury goods. The core of the advertising strategy is to understand the needs, interests and thoughts of the audience and thus create an emotional connection with them using different advertising strategies, presentation and merchandising techniques. In today's luxury market, Chanel, as a prestigious luxury brand, has been experimenting with different advertising strategies to attract consumers' attention, usually by creating an image of luxury, elegance and grace to attract the attention and consumption of its target audience. This article will take Chanel as an example to discuss how its luxury advertising captures the psychology of its audience and leads consumers' desire to buy.

2. Luxury Brands Focus on Changing Marketing Approaches in The New Media Age

Yu Ruixi argues that the way brand marketing audiences

receive information in the digital media era has changed, and the diversity of marketing media forms has led to the development of brand marketing from a single channel to multiple channels and platforms in<The Marketing Strategy of Luxury Brands in New Media Context - Take Burberry as an example>[2] With the advent of the new media era, not only has the marketing approach shifted from a single offline sale to parallel with the e-commerce model, the focus of publicity has also shifted from traditional media to digital media. Luxury brands are increasingly shifting their advertising focus from traditional media to digital media, such as: social media, short video soft placement, search engines, etc. Digital media is more flexible and allows for better branding and meeting the needs and preferences of the audience. With the development of digital and big data analysis technology, luxury brands can target their target audience more precisely and develop targeted advertising planning and filming and placement. With the increasing relevance of video software on the internet and the growing reliance on online shopping, the decline of physical and paper media has made it inevitable for luxury brands to advertise on third-party platforms, which not only reach a wider audience, but also make it easier to reach a wider range of potential customers online, helping luxury brands to be more efficient in their digital marketing and promotion. This can help luxury brands to run their digital marketing and promotional campaigns more efficiently.

3. Advertising Marketing Analysis of Luxury Brands - Take Chanel as an example

3.1. Luxury Brand Concept

Luxury brands generally refer to the brand that sells high-value, high-quality, high-grade products in the high-end market. These brands tend to focus on product design, manufacturing processes and material selection to ensure their product's uniqueness and high quality. Luxury brands are characterized by high quality, uniqueness, brand value, star effects, limited edition and customization, and high prices.

(1) High quality: The quality of luxury brands is usually very high, they focus on detail and accuracy and use high-quality raw materials.

(2) Uniqueness: The products of luxury brands are usually unique and different from those of other brands. Their design and style are unique and often have strong brand logo.

(3) Brand Value: The value of a luxury brand lies in its brand itself, not just its product. These brands have a high reputation and recognition in the market, and their brand image and history are also one of the factors that attract consumers.

(4) The star effect: luxury brands often have close ties to stars, celebrities and social celebrities, and their endorsement and promotion activities can attract more attention and attention.

(5) Limited Edition and Customization: Luxury brands often launch limited edition and customized products that are very limited in number and often need to wait a while to get them.

(6) High Prices: The price of luxury brands is usually very high because of their quality and uniqueness, and the value and reputation of the brand.

3.2. Luxury advertising in the digital age marketing strategy

Chanel, for example, is a French luxury fashion luxury brand created by the name Gabrielle Coco Chanel in 1909. Chanel's early style was dominated by Coco Chanel, and was dedicated to creating costumes that were both comfortable and elegant. It also laid the iconic style of its brand with simple lines and neutral color palette as the main tone, breaking the traditional design style of the time, and becoming the pioneer of the fashion industry. But Chanel's history was not unfolding, and it was once closed during World War II and only returned to Paris brand in 1950. After the death of Miss Coco Chanel in 1971, Chanel was thriving under the leadership of the old Buddha 'Karl Lagerfeld' and expanded its product line, from clothing to accessories to cosmetics, to become a global luxury brand. Until 2019, the brand is also in line with the era transformation under his leadership, and Chanel began to strengthen the digital process, especially in sales, marketing, marketing and customer psychology. Chanel's revenue reached an astonishing 2.85 billion euros in 2019, up 13.3% year-on-year, and from Chanel's public data from 2011-2020, in addition to 2020 affected by COVID-19, has been showing a steady upward trend, its commercial success is inseparable from Chanel's advertising planning and marketing strategy in the era of digital new media.

3.2.1. Advertising methods and content.

Luxury advertising plays an important role in promoting

and selling luxury brands. Advertising on Youtube's large exposure software can efficiently highlight the brand image, convey the unique quality and quality of luxury brands and build brand awareness. Luxury advertising through unique ways and means to convey luxury goods high-end quality, identity symbols and emotional value, thereby enhancing consumer awareness and loyalty to brands. So there is no doubt that advertising on the new media platform from the angle of advertising content to the soundtrack scene and the choice of shooting scene have a unique design.

First, the filming content and scoring campaign create a senior sense. This article selected the five highest played on Chanel's official Youtube, the highest of which was the advertisement of Chanel 5 Perfume No.5, uploaded in October 2014 by Gisele Bundchen, the video has no dialogue, ups and downs, only by a man fascinated by the beauty and aroma of the heroine, while Gisele wears the Chanel brand costume, swims through the city streets, recalling the past love story. The advertisement takes the heroine's inner monologue and female singing of the Grease film "I'm the One That I Want" as the background music, so the seemingly flat commercial advertisement has received 20.19 million plays, and there are many comments such as "This is the best commercial I have ever seen" 'Why Good Songs are in the advertisement' 'Gisele is perfect, songs, stories, art, director and fashion are all in perfect sync with the comments.' The viewer's assessment of its height is visible. The success of the advertisement is not only a corner-selection success, Gisele as a world-renowned model and Chanel brand achievements, combined with her unique female atmosphere and the director wants to show the story, Chanel 5 Perfume, the product in the right-to-good background music, presents a romantic story, let the audience resonate with the perfume emotionally and show them the brand's consistent high quality and luxury. Chanel 5 perfume is a customer group of women, the advertisement is not only in content, performance methods and soundtrack are very feminine, but also grabbed the romance of women in the heart, is one of the reasons why the fifth perfume is popular among women worldwide. The second third in Chanel Youtube playback was commercially advertised against Chanel's fragrance brands Gabrielle and Mademoiselle, which were starred in 2017 and 2011 by Kristen Steward and Keira Knightley. Kristen is known as the "Twilight City" actress, she has a rebellious temperament, and the advertising highlights her temperament, in the expression of the advertising she broke through the bound of her inextricable combination of inspiring music, showing the bravery of women, highlighting the perfume breakthrough to the female characteristics, but also with the film level film to shock the visual feeling, since the release has received 17.34 million views. Mademoiselle advertisement starring Keira Knightley, in the commercial where she woke up in a bed covered with silk sheets, then put on a stylish black pant and coated Coco Mademoiselle perfume. She then rides an antique motorcycle, rides the streets of Paris, avoids paparazzis and leaves behind her fans. The advertisement ended in her confident and controlled image. The message of Coco Mademoiselle's advertisement is clear: the perfume is designed for women who are brave, fearless, and in charge of their destiny. The ads highlight the elegance and refinement of the perfume, while portraying it as a symbol of empowerment for modern women. Fifth, the release of the fifth year on YouTube was also marketing Mademoiselle in 2014, starting with the visual effects and advertising content

in a beige connexion and riding a motorcycle through the streets of Paris night. She arrived at a shooting scene and changed her dress. When she set foot on stage, Danila Kozlovski's photographer noticed her. The chemical reaction between the two is obvious, and they flirt and joke easily. The advertisement shows the scene of Kella posing for the lens, and Danila takes pictures and appreciates her beauty. As the filming proceeded, the music grew, and the tension between the two became more tense. The advertisement slipped away from the shooting scene in Keira and ended up on her motorcycle. When she disappeared in the night on a motorcycle, the advertising soundtrack said: "Coco Mademoiselle. The nature of free and bold women. From the analysis of the video, we can not difficult to conclude that although the content and scene are different, but they jointly highlight the Chanel brand fashion and sensibility, Chanel brand has a long history and tradition, but also focus on innovation and change, this balance of inheritance and innovation in its commercial advertising is fully reflected in its commercial advertising, through the image of the characters of the drama, the use of music and sound and the purpose of the theme promotion at all times, to improve the brand's sensibility and affinity.

Secondly, in the casting, Chanel brands usually choose representative actors or celebrities as their spokesperson or protagonist in advertising shooting, with the mentioned above mentioned Gisele, Kristen Steward, Keira Knight, etc. They are usually actors or celebrities with an internationally renowned reputation and can represent the image and values of the Chanel brand. Become and match with advertising content can also bring more traffic to video, can better shape the product image atmosphere to attract audience consumption. In addition, Chanel brand in the selection of characters focuses on the temperament and taste of the character, select actors or celebrities with elegant, confident, independent characteristics, emphasizing the character and brand image fit. Chanel brands also focus on diversity in advertising shooting, choosing actors or celebrities of different races, age, gender, and make the advertising image more diverse and inclusive.

Finally, Chanel is selecting the target for digital channels. The most played videos of the above analysis are the touch and promotion of relatively cheap perfumes in the straight types of luxury goods. In addition to the purchasing power on the one hand, on the other hand, the public awareness of perfume is higher, and the implantation of other categories of supplies is inserted from advertising about perfume, such as surf boards, clothes, bags, etc. In this promotion, not only can promote a single product, but also increase awareness of the entire brand and attract more potential users. In summary, traditional luxury brands have a unique strategy and approach to marketing and communication, with a particular focus on targeting and exclusivity, in order to highlight the extraordinary value of the brand itself. Luxury does not have the luxury of being a product that everyone can own and buy[3], the target of luxury advertising is not only targeted, targeted at certain age, geography, interest hobbies, social status and income levels of people, to attract more high-end consumers to also shape the image of the public in the public. At the same time, digital channels YouTube are increasingly becoming an important way to deliver luxury advertising.

3.2.2. In marketing and user experience

In recent years, with the development of digital technology, Chanel has also begun to strengthen the digital process.

In 2008, Chanel launched its own e-commerce platform, where customers can buy Chanel's products online, a major step in the digital transformation of the brand.

In 2014, Chanel launched its official mobile app to provide customers with a more convenient shopping experience and brand information.

In 2017, Chanel partnered with Farfetch to promote its products worldwide, further expanding the brand's digital sales channel.

In 2020, thanks to the impact of COVID-19, Chanel accelerated digital transformation, providing customers with more virtual shopping experiences through digital tools, such as virtual suit rooms and virtual image consultants.

In addition, Chanel has also conducted a large number of marketing campaigns on social media platforms, working with various digital platforms to attract more young consumers through means such as influencer marketing and virtual reality technology. Chanel is continuously pushing new digital solutions to meet the needs of the market and customers and maintain brand leadership.

4. Psychological Studies of Luxury Consumers

The psychological factors of luxury consumers are very complex, which involve personal cognition, psychosocial, cultural values and so in marketing, we need to differentiate positioning and marketing strategies according to different consumer needs. According to the French philosopher Jean Baudrillard, consumerism is a specific kind of consumer culture in which the act of consumption is not simply consumption according to actual needs in the traditional sense, but an act of consumption aimed at satisfying constantly created and stimulated desires.[4]

According to a study of 22 countries around the world, the psychology of luxury consumers is mainly influenced by social impacts and personal values. Social impacts include views of friends and family, and the effects of external environments such as social media and advertising, while personal values include internal factors such as self-expression, self-fulfillment and identity. Another study found that some of the luxury consumers have psychological dependence, which produces a brief sense of happiness after buying a luxury, but then negative emotions such as emptiness and anxiety are followed, which will require the purchase of luxury goods to ease emotions again. Some of the luxury consumers will have a shopping addiction, i.e. unable to shop on their own, creating a strong desire and impulse for luxury goods. This shopping addiction can have a negative impact on the financial and mental health of the individual. Research on luxury consumers in China found that the main psychological motivation to buy luxury goods is "face" and "self-expression", in which face motivation is mainly to show their social status and success, while self-expression motivation is to show their personality and style. Luxury consumer psychology is a complex area that requires multiple and multi-level research and analysis. We can broadly divide psychology into the following categories.

(1) Shout of psychology

Such consumers buy luxury goods primarily to show their social status and wealth. They believe that luxury can demonstrate their sense of success and achievement, and is a symbol of identity and status.

(2) Self-worth realization psychology

Such consumers buy luxury goods mainly to meet their inner needs, hoping to improve their sense of self-worth and satisfy their self-esteem through consumption.

(3) Social psychology

The purchase of luxury goods is mainly to participate in social activities, to express their social and social ability. They believe that luxury can increase their influence and charm in social situations.

(4) Collection of psychology

Such consumers buy luxury goods mainly for collection and investment. They believe that luxury is valuable, can appreciate over time, and also become a family-inherited property.

5. Conclusion

Luxury consumption is different from ordinary consumption in that customers not only consume the goods themselves, but also wish to express and convey symbolic meaning and value through their consumption behaviour. The content that customers wish to express and convey includes their status, identity, personality, taste, interest and recognition, etc.[5] The long-lasting business and success of luxury brands is that their advertising creates a unique and fantastic brand image, while emphasizing the values and commitment of the brand. By understanding the audience's psychological needs and using these psychological elements to attract their attention, luxury brands can maintain an edge in a competitive market. They demonstrate the high quality and uniqueness of the product by using beautiful models and

high quality production value. In addition, these ads highlight the brand's history and traditions, as well as the focus on detail and the commitment to excellence. Chanel's YouTube video has successfully incorporated these psychological elements into its advertisements and attracted audiences in its unique way. By using dynamic videos and music, they create a pleasant visual and auditory experience. At the same time, these ads also enhance the appeal of products by showing star spokesperson and high-quality production value. In the future, we can expect more luxury brands to perform in their advertising, perhaps becoming a subject with more excavable space.

References

- [1] Liu Pinjun.(2017).Chinese consumer luxury consumer consumer psychology and marketing strategy choice. *Commercial Economy*(01),82-84.
- [2] Yu Ruixi.(2018).The Marketing Strategy of Luxury Brands in New Media Context - Take Burberry as an example. *News Research Guide*(17),217-218.
- [3] HeSha.(2017).New Media Marketing of Luxury Brands in China. *ZhiKu Generation*(12),228-229.
- [4] GeYongwei, LiuJie.(2021).Study on the Symbolic Persuasive Advertising-With Commercial Films of Chanel N°5 Perfume as an Example.*Package&Design*(05),134-135.
- [5] ZhengYuxiang,WangYili.(2010).Analysis of luxury marketing management strategies based on emotional elements. *Sale Strategie*(01),32-33.