

Exploring the 4 Dimensions of the CHANEL 5 Perfume Advertisement

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Abstract: Perfume has become an indispensable part of modern women's lives, and Chanel, as part of the perfume industry has an absolute say in the brand, Chanel No. 5 perfume is undoubtedly its most classic perfume, for Chanel to create a huge income. Moreover, its advertising condensed much ingenuity, many worthy of our study and research. This paper discusses the advertising of Chanel No. 5 perfume, analyzing how visual and sound effects in advertising promote consumers' desire to buy from the perspective of professional terms and "persuasion". This study aims to help people better understand how items are represented in daily advertisements and to make suggestions about how items will be represented in future advertisements. In this paper, it will use the literature research and case analysis to study this topic. It also explores the brand concept and advertising wisdom, while pointing out areas for improvement and future vision. The study fills a research gap by analyzing all aspects of advertising on a macro level.

Keywords: Chanel No. 5 perfume, Persuade, Consumer Psychology, Marketing.

1. Introduction

Chanel No. 5 perfume is a very classic perfume in the Chanel brand, which reflects freedom, elegance and independence, which is consistent with the brand concept of the Chanel brand, so the advertising of Chanel No. 5 perfume can greatly reflect the wisdom of advertisers, and people will experience the connotation of Chanel advertising from 10 aspects. It also points out the space for improving advertising and the vision for the future. For Chanel No. 5 perfume, there have been relevant studies on the story in advertising, music and other factors to promote brand image and stimulate consumption. However, no research has been done to put them together and analyze all aspects of advertising on a macro level. This paper will start from the perspective of professional terms and take "persuasion" as the central point to analyze the underlying logic of how visual, sound and other effects in advertising promote consumers' desire to buy, to make it possible for people to finally have a basic cognition of the necessary marketing means and marketing skills in advertising marketing.

2. Chanel No. 5 Fragrance Advertisement Overview

2.1. An Overview of Chanel Brand and No. 5 Perfume

CHANEL was founded in 1913 Paris, France, which is a famous brand with more than 100 years of experience. Its products are diverse, there are clothing, jewelry, accessories, cosmetics, perfume, each product is famous, especially the perfume and fashion. At the same time, Chanel fashion has always been elegant, simple, beautiful style. The most famous perfume in the history of CHANEL is CHANEL No.5 perfume, launched in 1921. Chanel No.5 is the first bottle of synthetic floral fragrance, inspired by bouquets, combining luxury and elegance, and showing women's bravery and boldness, completely breaking the traditional spirit of perfume at that time. Chanel lady advocates the beauty of simplicity, they wanted to be a simple but not fancy design for the first birth of the perfume packaging - cuboid attached with a neat line perfume bottle, Chanel No.5 black words on a white background. Since the birth of Marilyn Monroe's famous pajamas - Chanel No.5, Chanel perfume has always been a noble and elegant image. In 1953, Chanel No.5 became the first perfume to be advertised on television. In 1956, it was added to the Metropolitan Museum of Art in New York. To this day, Chanel No.5 still sits firmly in the world sales champion throne.

2.2. The Development of Chanel No. 5 Perfume Advertising

The perfume Chanel No. 5 was first released in 1921. The "appearance" in her first illustration-based advertisement campaign was none other than Coco Chanel, the creator of the company. At that time, French cartoonist Sem drew this illustrated poster. Coco was depicted in the picture wearing a dress in the Chanel style, beaming with delight as she peered at the bottle of perfume No. 5. The poster, "The New Woman," was the first print ad that Chanel shot in 1937 while she was staying in her suite at the Ritz Hotel in Paris. Photographer Francois Kollar took the picture, which was published in Harper's Bazaar magazine.

This time, she looked more stunning than in the 1921 illustrated poster. Clad in an elegant black gown and occupying an opulent suite at the Ritz Hotel, she portrays a world in which the Buddha never existed, ravaged by the Great War and a faltering economy. Furthermore, in 1954, Mary Marilyn Monroe established the groundwork for the perfume No. 5, which has since become an enduring classic tale, when she responded to a reporter's question with, "Nothing but a few drops of Chanel N°5". Since then, the world has been enthralled with Monroe's sex appeal, and No. 5's sales have soared. Photographer Richard Avedon captured the first ad with actress and model Suzy Parker as the brand's celebrity representative in 1957. The No. 5 perfume brand's tagline is "Every woman alive loves Chanel N°5", and she was very successful in creating the vibrant, upper-class woman that the Chanel brand has always favored, with happiness and contentment that the Buddha has never been soaked by secular fireworks. And for the whole 1960s, that was the case. Chanel chose to feature its most iconic perfume bottle as the main subject of the advertising in 1997 instead of hiring a new spokesperson. The product is now the rightful star of this round of promotional efforts, and its halo has outshined that of any female celebrity. At the height of her beauty in 2005, Nicole Kidman emerged as the new face of Chanel No. 5 fragrance. It appears to have set the standard for perfume advertising in addition to producing a number of timeless commercials. Women consistently distance themselves from the male lead in response to their own recurring commercial tone. The advertisement also makes a very clear statement: wear perfume No. 5 if you want to be an icon. Kristen Stewart's powerful, passionate femininity in the Ringan Ledwidge-directed Chanel Gabrielle 2017 campaign highlights the fragrance's distinct character.

2.3. Selected AD Story Brief

Nicole Kidman was the subject of one of the advertisements selected for this piece. The narrative narrates the tale of a spotlight-enveloped female celebrity who gets away in a stranger's cab and follows him back to his house. They fall in love during the process, but the happy moments are fleeting. When the actress at last made her way back to the red carpet, she and the man avoided eye contact by glancing over the enormous Chanel No. 5 emblem.

In a different Christine commercial, the character wakes up in a cocoon with her body bound in ribbons. Desperate to break free from these bonds, Christine races forward and runs into numerous obstacles including lightning and sparks. But finally, the wall enclosing her crumbles and the sun beams on her face.

3. Literature Review

3.1. Message Transfer Principle

According to the message transfer principle, utilizing striking visual and aural effects can draw in more viewers and pique their interest.[1] This is obviously a very easy to understand principle, because people may encounter such situations in our daily life, for example: when we walk in the street people will be easily attracted by things with loud volume or high brightness, so as to generate curiosity and desire to explore this thing. From this video, there are fireworks, colorful light, and a big gem wall. Some passionate music and some movements with tension. They were combined in this advertisement and make a powerful effect together. So people can observe it easily. For advertisers, that's what it's worth. Additionally, the ambiance these items generate draws attention to the grace, vibrancy, and pride of the brand's products—factors that essentially persuade customers to make a purchase. Casual actions of persuasion are more likely to be trusted by the public.[2] However, the problem that people need to pay attention to is that the intensity of brightness and volume described here needs to be within a certain range, otherwise it will cause the opposite result, that is, let the viewer resist this advertisement from both new and physiological aspects and lose the desire to consume. In addition, when the advertising is completed, advertisers also need to consider the form of advertising in the process of various channels accepted by consumers, but also to think about the negative impact of brightness and volume on consumer psychology, but in this article it mainly discuss the advertising itself rather than the whole process of advertising, so this part is not to be repeated here.

3.2. Balance Theory

An attitude-change theory is the balancing theory. The motivation behind cognitive consistency is understood as a desire for psychological equilibrium. The desire to hold onto one's principles and ideas across time is known as the consistency motive.[3] People usually make friends with people that have the same hobbies or favorite things, since this hobby is an activity that we find pleasing, we often develop a preference for individuals who share the same interest and it can bring us a comfortable sense. It is an inherent aspect of human nature to harbor affections for both oneself and one's canine companion. There are many aspects that embody this principle in this advertisement, such as: celebrity effect, the atmosphere brought by the red carpet flash, and the beautiful romantic love story. First, it is clear that Nicole Kidman is a superstar with huge fans. These fans like Nicole Kidman, so they will have a good impression for the perform she represents and remember it. And such a large fan base will bring great help to the growth of the final turnover. The atmosphere of marketing in advertising and the love story it tells are both a symbol, a symbol of happiness and stimulation, so that consumers have associations when watching the advertisement, and even

fantasize about becoming the protagonist in the advertisement. This association will promote consumers to generate excitement and increase their desire to buy the advertised products. The same AD planners face, not only how to make the AD more attractive, but also to consider the risks implied in the AD. For example, in the choice of spokespersons can not only consider the number of fans and traffic, but also do a good job of back tone, so as not to select bad artists and cause greater negative impact on the company and brand.

3.3. The Halo Effect

The halo effect is the tendency for positive or negative impressions of one thing in one area to positively or negatively influence one's opinion or feelings about other aspects of that thing"[4] It means that our positive or negative impression on some aspects will influence the impression from other aspects. For example. If a student does very well in one subject, people may assume that his other grades are equally good. It can see that at the end of the advertisement, the bottle of this perfume appears. The glass container on the picture is wrapped in a golden liquid, which looks like a shining yellow gem under the light. It is very shining and pretty. It will make people associate the preciousness and beauty of gemstones with perfumes. Consumers see the bottle, they may image its fragrance is also excellent, and resulting in their desire to buy. And in the perfume bottle in the text part of the most prominent position of the Chanel brand logo, let us use the same principle to explain this phenomenon, as people all know, Chanel's good brand image is very successful, "Chanel" has almost become a synonym for exquisite elegance, so when consumers see this logo, they will subconsciously perfume is also linked in it. The purchase and use of perfume as a medium for oneself to join this connection, thereby increasing the desire to buy.

3.4. Familiarity and Similarity

A psychological phenomenon known as familiarity/similarity causes people to like or dislike items just because they are familiar with them.[5] It shows that people will be more fond of the things that are familiar or similar to themselves. It's like when a song just comes out, it's hard for us to like the song the first time people listen to it, but when we listen to the song repeatedly enough, people grow to like the song. In this advertisement, the main subject of the picture is a female. Females are also the main consumers of Chanel No.5 perfume. So they may think she will understand them more. And her body is being wrapped in ribbons. The ribbons are pulling her back to limit her action, which reflects the really life of woman are restricted somewhere. consumers see it, they will think their own life just like it and empathize with it. However, it is also worth the attention of advertisers that similarity does not mean static, and it is necessary to inject fresh ingredients into it while allowing people to generate a sense of familiarity to improve their liking, so as to avoid aesthetic fatigue of the audience and even have a negative impact on the brand image. In this regard, the successive Chanel No. 5 perfume advertisements have been very successful. Each generation of advertisers can find different styles and characteristics under the inheritance of the core concept of the brand, so that each generation of advertising is unique and can let people see at a glance that advertising belongs to Chanel.

3.5. Social Learning Theory

People will subconsciously look to the behavior of others for guidance while making decisions and doing actions, modeling their own behavior after others.[6] People learn what other people do and that's especially true when they're an authority figure or someone you love, and in this case, As for the former, Chanel is undoubtedly the authoritative brand in the perfume industry, and No. 5 perfume is the owner of the Chanel brand. In other words, No. 5 perfume is the product certified by the

authority of the super first-line brand, which will greatly increase the purchasing enthusiasm of consumers; And for the latter, Nicole. Kidman is such a beloved star that consumers will unconsciously emulate her behavior and buy Chanel No. 5 perfume. According to consumer psychology, consumers not only tend to learn what is popular or recognized in society, they also hope that others can follow or recognize them. At this time, the purchase of perfume is not for the perfume itself, but to create a good personal taste and a keen sense of fashion image, and this phenomenon will make the consumer group and consumption of the product expand, generally conducive to product sales. Here I tend to use such a sentence to explain this truth: "The correlation between advertising content and positive factors will make consumers have better psychological satisfaction and purchase desire when watching advertisements." [7]

4. Summary and Evaluation of Advertising Strategies

Females who have independent thinking and pursue the idea of freedom, elegance and independence are main customers.

4.1. Response of the Target Audience

These two advertisements connect the product itself with the story with symbolic meaning, so that consumers can have associations while watching the advertisement, thus increasing the added value of the product, and this added value will vary with the difference of consumers' consumption power and cognition, such as a symbol of good quality or personal good taste, or even a symbol of status. All in all, both of these ads make different consumer groups have their own unique feelings, thereby stimulating their desire to buy, and they do this very successfully. But at the same time it faces a problem, namely: The consumer group faced by advertising is too large, so that those who have a very strong desire and spending power will think that the product loses its uniqueness and reduce the desire to buy. I think this is a problem that the brand should think about in the future, especially in the face of Chanel No. 5 perfume, which is the core position of the brand perfume.

4.2. Suggestions for Future Advertising Creativity and Marketing Strategies

In the future, Chanel should consider linking perfume with other products, such as jewelry, clothing, bags and other well-known items of the brand, to further improve the popularity of No. 5 perfume, and emphasize the unique and classic status of Chanel No. 5 perfume in the advertisement, to increase the number of audience and stratify the audience. Use different sales strategies for different groups. Based on the general situation of the current society, in the future, advertising will reflect what people can get, rather than what people can feel.

5. Conclusion

This article starts with Chanel No. 5 perfume, analyzes how 5 items are reflected in advertisements and promote the sales of products, and also puts forward suggestions for improvement and attention to some details in advertisements. In general, this is one of Chanel No. 5 perfume fully reflect some characteristics that advertising should have and play them well, but the content of the advertisement may have some consumers can not understand the connotation, so it may lose some potential consumers. Chanel in the future advertising can try to make the advertising content more simple and easy to understand. This will be an effective way to increase the number of consumers. Of course, there are still many areas worth improving in this paper. For example, the research method is relatively simple and the literature review is less. After further study of paper writing and marketing, in the future, it can skillfully use various methods to study problems and actively seek various ways

to realize flexible application of literature in the future. In the future, research topic can focus on the issue of "inheritance and innovation of advertising". People can think about this issue in terms of form, content, concept, picture and other aspects. In this era of highly developed information, people's ways and abilities to obtain information have become very diverse. How to maintain the original intention and core concept of the brand while innovating is of great practical significance. Advertiser think about this problem, in order to bring greater long-term benefits to the brand and the product.

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