

The Research on the Symbol Intention Communication in Dior Advertisements

—Taking the Dior Joy Perfume Advertisement as an Example

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Abstract: Dior advertisements are an elegant and high-end brand, and they often use various symbols to convey the brand's intention. This article analyzes the symbolic intent in Dior brand advertisements to explore the positive and negative effects on consumers and marketing. Starting with an introduction to the development and significance of the Dior brand, the article explains the background and purpose of the study. The article then identifies key symbols, including the brand logo, color, and visual effects, and uses a range of methods such as textual and image analysis to explore the meaning, experience, and visual impact of these symbols on viewers. The article also looks at how these symbols affect the psychology of the audience. Analyzing the use of symbols in Dior advertisements is of great value for understanding the brand image formation and brand communication. Finally, the article discusses the advantages and limitations of using symbolic intent in marketing from the perspective of the research findings, and summarizes the conclusions and results of the study.

Keywords: Dior, advertisement, symbol intention, marketing impact

1. Introduction

Dior is a world-famous high-end fashion brand, established in 1946 by designer Christian Dior, with headquarters in Paris, France. Dior is well-known for its high-quality, upscale clothing, jewelry, accessories, and beauty products. The founder of Dior, Christian Dior, is a legendary figure who created the "New Look" in women's fashion and became a key force in the French fashion industry after World War II. Dior's clothing combines sexiness and elegance, making it a fashion synonym favored by many Hollywood stars. "The perfume advertising highlights the salon culture, expressing the nobility and uniqueness that consumers desire in social situations, through the use of luxury locales, upscale indoor scenes, and elegant models" [1].

In 1954, Dior launched its first perfume, Diorissimo, which established its position in the perfume market. The Dior perfume series not only boasts high quality but also has a long history, which is a testament to the brand's development. From the 1950s to the 1990s, Dior successfully launched a number of classic fragrances such as Diorissimo, Miss Dior, and Poison, which gained high attention and market share in the perfume market. After 2000, with the introduction of new

fragrances such as J'adore and Hypnotic Poison, Dior perfumes entered a new period of development, and the brand gained high recognition and market share worldwide.

According to market analysis company Euromonitor, Dior has consistently been one of the top players in the global perfume market, with a market share of around 5.3%. Dior perfume sales have maintained a good growth trend.

Especially in recent years, Dior perfumes have achieved a breakthrough growth in sales. Among them, Dior Joy perfume became one of the highest selling perfumes in 2018. According to L'Oreal Group, the global sales of Dior Joy perfume reached 70 million euros in 2018, making it one of the top female perfumes in the world that year.

In 2020, the overall perfume market sales declined due to the impact of the pandemic and global economic instability. However, according to the data from research firm NPD, Dior still maintained a top-ten ranking for perfume sales in the US, and the sales performance of Dior's new perfume, J'adore Infinissime, was also very impressive globally.

It can be seen that as a world-renowned brand, Dior has performed excellently in recent years in terms of perfume sales, constantly innovating and launching new fragrances, successfully maintaining its brand influence and market competitiveness. Scholar Xiaocong Ma stated, "Today, advertising emphasizes the 'value of the brand' to consumers. Symbols, images and words are used to induce people to understand the brand value that it represents, and ultimately drive consumption behavior" [2].

Dior perfume advertisements have played a very important role in brand influence and recognition. These ads showcase the brand's values, aesthetics, and quality, while also demonstrating the reliability and high quality of Dior products to the world.

Through these ads, the Dior brand is able to showcase its luxurious and high-quality image. The symbols and visual effects used in the advertisements convey the brand's lifestyle to viewers, evoking Dior's history and tradition. Dior's ads often display noble, unique, and fashionable elements that deeply resonate with consumers and leave a lasting impression. This impression generates a strong sense of brand identification in people and promotes brand loyalty, making the Dior brand more enduring.

Dior perfume ads have to some extent become a characteristic image of the brand and a cultural element. These ads successfully place the Dior brand at the center of the entertainment and popular culture, capturing the attention of consumers who are always seeking the latest trends. Over time, consumers have developed a strong interest in new ad releases, looking forward to what innovations and surprises Dior will bring them. This expectation has become a symbol of the Dior brand and culture, further expanding the brand's cultural influence and market recognition.

Dior perfume ads have successfully established the brand's name recognition in the international market. The visually artistic elements showcased in the ads, such as details and style, leave a deep impression. Dior emphasizes its brand's history and tradition in the ads, but also interprets its values and quality in a modern, fashionable, and innovative way. These ads have successfully accumulated brand recognition worldwide, bringing the Dior brand into the global arena. This brand recognition elevation has brought more business opportunities and revenue to the Dior brand. Dior perfume advertisements have a significant impact on the brand itself. They help to shape the brand's image, build brand recognition, and increase consumer loyalty. These ads showcase the quality and luxury of Dior products, thus enhancing the brand's reputation. The brand's values and aesthetics are conveyed through the symbols and visual effects used in the ads, enabling the brand to appeal to consumers who appreciate these characteristics. The emotional connection that consumers develop with the brand through these ads leads to brand loyalty, resulting in higher sales and profits. Dior perfume ads have also become a distinguishing feature of the brand, making it highly recognizable.

The unique and memorable elements of these ads have helped to establish the brand in the minds of consumers, even those who have not yet tried Dior products.

The success of Dior perfume ads has allowed the brand to expand into new markets and areas. The ads attract the attention of consumers worldwide, increasing demand for Dior products in both new and existing markets. Thus, the brand's overall growth and success can be attributed in part to its successful advertisements.

2. Literature Review

As the global market continues to expand, advertising has become increasingly important, and the conveyance of symbolic intent as an important component of advertising has become one of the more attention-grabbing elements. Therefore, an in-depth study of the application of symbolic intent conveyance in advertising, especially in Dior advertising, is of great significance for a deeper understanding of the dissemination mode and impact of advertising. "Since symbols are the media of cultural exchange, enabling the construction of a certain world through them, people must know how to obtain knowledge and experience from symbols, in order to constantly enrich the cultural connotation of themselves through symbol exchange" [3].

Symbols are one of the most commonly used visual techniques in advertising. They can convey basic information and function of a product, as well as express the brand image and cultural connotation. Therefore, symbols are one of the important means for advertising to establish brand image and give it a deeper meaning [4]. According to scholar Wang Xueke, "commodity labeling belongs to high stability conventional image symbols. It does not directly present the characteristics or image of the product in the advertising image, but identifies the brand image of the product through a specific image symbol"[5].

The communication of symbols is generally divided into two forms: direct expression and metaphorical expression. Direct expression refers to the meaning conveyed by the symbol itself. Metaphorical expression involves connecting the symbol with related objects to convey meaning and information. In advertising, metaphorical expression is more common, as it can convey the meaning associated with brand image to further express product characteristics and value. "Advertising design should have visual impact, emotional impact, and rational impact, using graphics, symbols, and text to build brand image and resonate with people" [6].

Symbols commonly used in Dior ads include the Dior logo, the "J'Adore" slogan, jewelry, perfume bottles, and flowers. By using these symbols, the brand's image and emotional context are conveyed in the advertising. In the advertising for the "J'Adore" perfume, symbols such as flowers and jewelry are used to convey the product's qualities of purity, nobility, and luxury, vividly portraying the vitality and charm of the brand. "The symbolic messages conveyed in perfume ads mostly come from consumers' pursuit of fashion, luxury, and individuality" [7].

This article explores the conveyance of symbolic intention in Dior advertisements through a comprehensive review and analysis of related literature. The conclusion shows that symbols play a crucial role in advertising communication, particularly in shaping brand image and imbuing it with deeper meanings. We also learn that in Dior advertisements, symbols such as butterflies, flowers, and jewelry represent different emotional and situational information, which can further convey the brand's characteristics and values. Therefore, in-depth research on the conveyance of symbolic intention in advertising communication is of great significance for a deeper understanding of advertising communication and enhancing brand value.

3. Methodology

This study adopts a qualitative analysis method, mainly conducting a content analysis to explore the symbolic intention conveyed in Dior J'adore perfume advertisements. In the Dior J'adore perfume advertisement, the filmmaker created a space with intention. "It is not because film is a language that it tells us wonderful stories, but because it tells us wonderful stories that it becomes a language" [8].

The reason for choosing this case is that Dior J'adore perfume advertisement is a classic example with a widely studied and discussed successful case. Moreover, its clear conveyance of symbolic intention is regarded as one of the classic examples in advertising. Additionally, this advertisement is representative and can depict the overall advertising communication strategy and brand image of Dior in the perfume advertising domain.

Although Dior J'adore perfume advertisement is only one of Dior's numerous advertising examples, its success is intertwined with Dior's brand image and strategy, embodying fashion, luxury, and nobleness characteristics of Dior brand. Against the backdrop of today's consumers' focus on the symbolic significance of commodities, the symbolic expression of products is an element brand owners need to consider, as well as an important way to promote products through advertising [9]. By analyzing the symbolic intention conveyed in this advertisement, researchers can have a better understanding of cultural communication tactics and brand image construction adopted in Dior's advertising communication, contributing to an in-depth exploration of related issues in the perfume advertising domain. Therefore, this case can represent the overall situation in the perfume advertising domain.

4. Results

Dior J'adore perfume advertisement utilizes numerous gemstone symbols, such as diamond earrings and necklaces. These symbols represent the luxurious and noble features of the Dior brand, showcasing how the brand allows consumers to experience the preciousness of gemstones. Gemstones are regarded as valuable treasures in culture and represent a woman's confidence and self-esteem. For example, the women in the advertisement wear glamorous Dior dresses and jewelry, conveying a message of female confidence to viewers. Gemstone symbols are widely utilized in luxury brand marketing to show off prestigious brand images and product features [10]. Additionally, literature shows that gemstones represent women's confidence and dignity in culture [11]. These research findings align with the meaning conveyed through gemstone symbols in Dior perfume advertisements. Therefore, relevant literature can be used to support the analysis conclusions when examining the use of gemstone symbols in Dior J'adore perfume advertisements.

The use of roses in the advertisement conveys romantic, luxurious, and elegant meanings, which are closely related to perfume, resulting in a better advertisement effect. For instance, the advertisement's opening scene shows rose petals surrounded by picturesque countryside views, conveying the romantic culture of the Dior brand. Additionally, the female protagonist holds a rose at the beginning and end of the advertisement; her image is depicted as a romantic, elegant, and gentle woman, creating the Dior brand's feminine image.

The advertisement uses many iconic building symbols, such as the Seine River and the Eiffel Tower. These symbols communicate the internationalized image and luxurious status of the Dior brand. In particular, the Seine River, as one of Paris's landmark buildings, echoes the vintage visual of the Dior brand, indicating the brand's attention to the cultural and historical origins of France, constructing a "French fashion" brand image.

The advertisement also employs a large number of color symbols, especially pink and gold, representing women's softness and glittering beauty, respectively. Pink is a vivacious and sweet

color that perfectly aligns with women's characteristics, while gold is a dazzling and prestigious color that matches the brand's luxurious image. These two colors are fully utilized in the advertisement, conveying the brand's pursuit of fashion, luxury, and self-confidence.

In addition, there are many other symbols in the Dior Joy fragrance advertisement expressing different intentions. The mirror that the female protagonist holds in the advertisement represents self-reflection and presentation, highlighting the importance of personal identity and self-identification that is related to the name of the perfume, "Joy". The white dress that the female protagonist wears and dances in is a symbolic color that represents purity and nobility. It is combined with her dancing posture to showcase the elegance and charm of women, while emphasizing the high quality and luxury of the fragrance. The big bouquet of flowers that the female protagonist holds contains roses and other flowers. The bouquet symbolizes beauty and romance in the advertisement, and is a suggestive hint that this fragrance will make you feel beautiful and full of love. The music in the advertisement is very important because it adds emotion to the entire advertisement. The music complements the female protagonist's dance movements and conveys a feeling of beauty, relaxation, and ease.

In conclusion, various symbols are ingeniously employed in Dior J'adore perfume advertisements to create a visual world with strong cultural connotations and brand appeals. This way of conveying symbolic intention has made the Dior brand highly recognizable and well-known in the perfume advertising field, garnering high customer recognition.

5. Discussion

The use of symbols has a significant impact on advertising. Firstly, they can create a resonance with the audience and make them develop a liking for the Dior brand. For example, the use of the gemstone symbol in the advertisement portrays a realistic feeling to the viewer, as if they were browsing gems in a Dior jewelry store. On the other hand, the rose symbol creates a sense of romance and elegance that the brand is trying to convey. By using such symbols, advertisements can attract audiences better and increase brand and product awareness.

This symbolic intentionality can help brands create a unique brand image. For instance, in this advertisement, Dior brand portrays its high-end and luxurious image by depicting Parisian scenes, jewelry, and elegant fashion. This way, the advertisement can differentiate the brand and its products from others and create a unique brand image to attract more consumers.

Symbolic intentionality in advertising propaganda has ample development space in different cultures and regions. For instance, in Dior's "J'adore" perfume advertisement, symbols such as gemstones, roses, and architecture are closely connected to French culture, Dior brand history, and tradition. In other cultures and regions, there may be a need to change or add symbols to blend the brand with local culture and values and attract local consumers better.

To maintain the use of symbolic intentionality in advertising, the key lies in continuously exploring and excavating brand traits while following consumer needs and trends. The brand's cultural foundation and tradition are the basis of symbolic intentionality and should always be safeguarded. Simultaneously, pay attention to consumers' understanding and perception of the brand, as well as consumer trends and market changes, and continuously modify and update the use of symbols. Additionally, brands should extend the use of symbolic intentionality to other fields to achieve a better brand promotion and dissemination effect.

Most importantly, the brand needs to maintain its competitive edge, continuously researching and developing new products, creating new symbols and images to maintain attractiveness and competitiveness in the market. Only by constantly innovating and updating, a brand can consistently lead the market and consumer trends in symbolic intentionality, maintaining its advantages and value.

Overall, the use of symbolic intentionality in advertising promotion is essential. By cleverly using various symbols, advertisements can attract audiences better and create a brand image while improving brand effects, thus achieving the purpose of advertising propaganda.

6. Conclusion

The article analyzed the method of symbol intention transmission used in the Dior J'adore perfume advertisement, introducing the application of gemstones, roses, iconic buildings, and color symbols in the ad. Through the symbol intention transmission method, the ad conveyed the noble, luxurious, romantic, elegant, and confident image of the Dior brand, allowing viewers to better understand and recognize the brand and its products. In addition, the article also analyzed the importance and necessity of this method in advertising promotion from the perspectives of audience resonance, brand image building, cultural differences, and the use of symbol intention transmission to maintain its effectiveness. In the future, the symbol intention transmission method will continue to be applied and developed in advertising promotion. With the development of the times and the constantly changing needs of consumers, brands need to pay more attention to consumer needs and trends, and constantly explore new methods of symbol intention transmission to better lead the market and consumer trends. At the same time, with the development and popularization of digital media, brands can also apply the symbol intention transmission method to interactive and personalized advertising promotion, allowing consumers to better experience and feel the brand's value and characteristics. In summary, the use of symbol intention transmission not only has important market value and promotional effects but also helps brands shape unique images and cultural connotations, becoming an indispensable part of brand development.

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