

An Analysis of BALENCIAGA's Brand Communication Methods and Causes in Different Development Periods: From the Perspective of Media Communication

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Abstract: Rather than saying that BALENCIAGA is advertising carefully, it is better to say that BALENCIAGA is trying to advertise itself as the most unique existence among luxury brands. BALENCIAGA combines its century-old brand culture with modern culture. Take the initiative to put labels on itself. When people talk about BALENCIAGA, they will talk about his designs. In the process of talking, the effect of advertising communication is achieved instead of just brainwashing people on the advertising screen. Brand product design and media marketing are inseparable. BALENCIAGA's ambition seeks to combine design and media. To achieve the transformation of established luxury brands. Break the inherent rules and limitations of society. Subvert all rigid and deliberate definitions of beauty and luxury. Create new and bold brand design concepts and communication methods. Sharp and exaggerated, it combines the consumer culture of each period and continues to develop with the progress of the times. Use unique and avant-garde brand attitude to promote brand development. This approach has not only gained widespread attention and value recognition from consumers but also enhanced brand value and publicity effects. Make brand and product design conform to the trend of the younger consumer market. Make luxury goods no longer a single expensive item but endow luxury goods and brands with higher value and meaning.

Keywords: advertise, consumer market, means of communication, luxury, transformation

1. Introduction

Due to changes in the times, publicity channels have also changed. The progress of the social economy and the rapid development of information technology make the scope of information dissemination wider. As the epidemic comes and ends, the Internet grows rapidly. Globalization has made new media communication penetrate all aspects of people's lives. Relying on the Internet has become the most popular and efficient way of communication. Luxury brands are no longer superior but have gradually entered the public eye with the development of the market. As the consumption level becomes younger, the main force of luxury consumption is young people. Therefore, luxury brands adapt to the consumer market and use social media to publicize brand culture and promote products to attract customers. In the context of economic globalization, with younger consumers, luxury brands realize that communication methods must adapt to the youthful digital market trend. Only in this way can we better enter the public eye and expand the consumer market [1]. The

advertising of luxury brands has always been regarded as a benchmark by the industry. Understanding the cooperation between luxury brands and media is of great significance for all brand advertising. As a luxury brand with a century-old history. It has its own unique propaganda methods in different stages of development. When a brand truly complies with the market and consumers and communicates. To make the brand better. In order to understand that it can still be welcomed by the consumer market after years of baptism. And to become the object of attention and learning in the fashion and communication circles. This article will analyze the relationship and significance of communication means and luxury brands by studying BALENCIAGA's communication strategies in different development periods. And the reasons behind media communication's cooperation with luxury brands. Combining the changes and development of BALENCIAGA brand design and brand culture. Analyze the methods and methods adopted in different development periods. Analysis of BALENCIAGA's communication methods and causes in different periods. This post will collect and analyze the communication methods adopted by BALENCIAGA in different periods combined with the development background. Including Guangji placement cases on several major social media platforms. For example, ins, TikTok, and other platforms can be analyzed based on celebrity effects and audience groups.

2. Overview

BALENCIAGA is a century-old luxury brand. It has a bold and advanced concept, a unique tailoring concept, and a novel and innovative silhouette design. Has always been regarded as a unique high-end fashion brand by the industry. Chanel believes that BALENCIAGA is a real designer. Dior believes that BALENCIAGA is the teacher of all designers in the industry. Givenchy is BALENCIAGA's most admired and beloved apprentice. Givenchy also respects BALENCIAGA very much. Many of BALENCIAGA's designs have deep roots in Spanish painting art. Trying to combine clothing with art and architecture. Its avant-garde concept was taken over by designer Demna Dvasalia in 2015. The French luxury brand BALENCIAGA, born in 1917, began to break into the public eye and open up the consumer market. Injecting the intersection of street fashion and the futuristic style of the Z era into luxury brands. Open up new luxury markets.

2.1. Analysis of Media Communication Means and Causes: Initial Development Stage

The initial development stage range of this article is from 2015 to 2018. That is the early stage of Demna accepting BALENCIAGA. In an exclusive interview with VOGUE Runway, Demna said: "For me, haute couture is especially about making the clothes themselves. Its existence comes with a self-justifying narrative system. What I want to do is to be a bridge connecting the past and present of BALENCIAGA. That's why I start from the 'source'." [2]. As a luxury brand with a century-old history. Don't compromise with standards and mediocrity. BALENCIAGA, a pioneer in bold innovation, has been leading the trend in the fashion industry since its inception. In 1937, BALENCIAGA opened a fashion house in Paris. After the success of his first big show, he was praised by the media as a "fashion innovator." BALENCIAGA once again made innovations in technology and materials. Creating a new silhouette of women's clothing with smooth lines and a sense of sculpture and architecture. But in the 1960s, the machine industry factory realized automation. The era of mass production of clothing is coming. People began to pursue faster and more convenient clothing concepts. Changes in people's ideas led to the closure of BALENCIAGA. BALENCIAGA, which had not kept up with the development of the times, needed to transform in order to return to the public eye.

2.2. Analysis of Media Communication Means and Causes: Revival and Innovation Stages

This stage discusses the period from 2019 to 2023. With the advancement of science and technology, the arrival of the digital information era will surely bring about innovation in the traditional media industry. Brands need to combine inheritance and innovation. Demna's tracing and inheritance of Mr. BALENCIAGA is not a blind repetition of the brilliance he created. He is good at combining the current environment and presenting the classics in a way that is more in line with what consumers can understand today. Young people in the new era are the main force in the consumer market, and both products and publicity must be full of innovation. Demna knows that if it wants to revitalize its brand, it must capture the attention of young people. With the arrival of the epidemic, the world has plunged into an apocalyptic crisis, and people have begun to think about the meaning of life. With the rapid development of Internet technology, along with the growth of media, communication between people began to appear in the Internet and virtual world. BALENCIAGA collaborated with Fortnite in 2021 to design several virtual clothing and game props for the game. Open a virtual store in Strange Times in the game to attract offline sales and simultaneously sell the same products as the game characters. BALENCIAGA is forward-looking in media communication, expanding the scope of consumers, not only promoting the brand culture but also increasing the visibility in different fields. They are Afterworld: The Age of Tomorrow, which will be released in the fall of 2021. Dramatic CLONES-themed show released in collaboration with The Simpsons in 2022. and the presentation of the spring collection on the stock exchange in 2023.

2.2.1. Analysis of Media Communication Means and Causes: Fashion and Sustainability Stage

When a traditional luxury brand is combined with contemporary pop culture elements. From the perspective of consumption, the audience of art and luxury goods overlap, especially the luxury goods with collection value [3]. The development of the fashion industry in the future requires more cooperation. BALENCIAGA cooperates with technology companies to introduce technological elements into product design. Make it smarter and have sustainable development value. Whether it is from fabric innovation to the improvement of tailoring techniques or conceptual output combined with current practical hot topics. With the arrival and end of the epidemic, the massacre, waste, and sustainable development caused by mass product manufacturing have become issues that the fashion industry must face seriously. Environmental protection and sustainability are the new goals of brand development. In 2013, Kering Group created a material innovation laboratory. 90% of BALENCIAGA's 20AW is made from recycled, upcycled, or sustainably certified fabrics. The show "Lightning, Thunder, and Storm" was released in 2022. Advocate for people to pay attention to climate and environmental protection and pay attention to the phenomenon of global warming. In 2023, the show will be moved to Wall Street to examine the current thinking on multiculturalism and the global economy. Nowadays, in the development of society, people pay attention to inner spiritual development, which makes the existence of luxury goods more valuable.

2.2.2. Media Communication Effect and Brand Success

The derivation and development of new media have brought impact and influence to brand advertising. The innovation and development of brands and new media are the product of combining environmental integration and customer needs, making them more personalized and targeted [4].

2.2.3. The Influence of Media Communication on Brand Awareness and Awareness

The recovery of the luxury goods market is reflected in the increase in consumer consumption. According to the table, it can be seen that BALENCIAGA has grown in the first and second quarters

and has the largest growth rate. The BALENCIAGA brand thinks about how to promote and stimulate luxury consumption among young people. BALENCIAGA appointed Thai star Krit Amnuaydechorn and French actress Isabelle Huppert as brand ambassadors. This is the first time BALENCIAGA has appointed a brand ambassador in its more than 100-year history. The selection of brand ambassadors is a way for luxury brands to convey information to consumers. Brands can quickly get closer to local consumers [5].

2.2.4. The Relationship Between Media Communication and Sales Performance

During the epidemic, the touching stories of Chinese sports brands donating money and promoting patriotism made Chinese consumers pay attention to Chinese sports brands. After the epidemic, some consumers also maintained their loyalty to these brands. It can be seen from the table that positive media communication has a direct impact on sales and can gain people's attention and love for the brand (Figure 1 and Table 1).

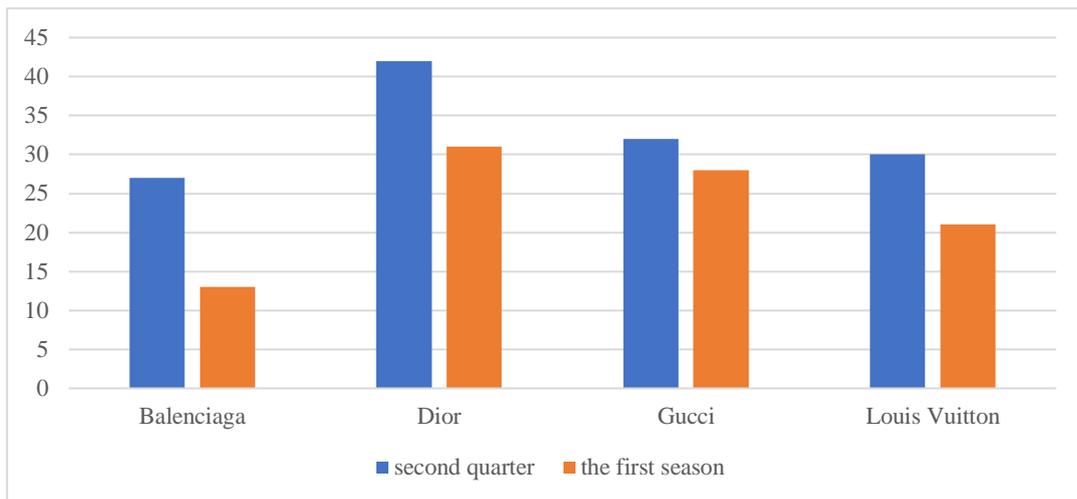


Figure 1: The quantity purchased by consumers in the first and second quarters [6].

Table 1: Revenue of domestic sports brands in China [7].

Brand	2023 revenue	year-on-year growth rate
ANTA	53. 65 billion yuan	8. 8%
LiNing	25. 803 billion yuan	14. 31%
XTEP	12. 93 billion yuan	29. 1%
361	6. 961 billion yuan	17. 3%

2.2.5. Successful Case Analysis of BALENCIAGA's Media Communication Strategy

Circle culture will drive groups with similar interests to pay attention to and forward comment-related information. Social media has become an important aspect of the spread of media influence. Valentine's Day 2020, BALENCIAGA uses earthy elements that young people like as inspiration. Combined with the Y2K style, it is very topical and is hotly discussed by people. Brands combine communication with social media to increase their appeal to consumers, increase communication, and expand influence [8].

2.2.6. Trends in Media Communication Strategies

In the Internet era, consumers tend to interact and communicate online. Brand communication must comply with market demand, make consumers feel emotional about the brand, guide purchases and consumption, and establish a good relationship with consumers.

2.3. The Impact of New Media Technologies and Trends: Virtual Reality, Augmented Reality and Other Applications

With the emergence of ChatGPT, TikTok has a function that can automatically generate animations by issuing a password to ChatGPT. Ai-composited videos of BALENCIAGA and Harry Potter, BALENCIAGA, and the classic TV series Friends are popular. As one of the most popular social media among young people, TikTok has a huge influence. Brands look for influential events to spread through new media to enhance brand awareness [9].

2.3.1. Strategic Adjustment of Media Communication in Different Markets and Cultural Backgrounds

In the new media era, media communication must adapt to different markets and social environments. Highlight the individuation, flexibility, fast dissemination, and strong interaction of media communication. For example, in the high-end market, brands pay more attention to loyal customers. Provide more personalized and professional services. In the mid-range market, we focus on providing value-preserving products to meet the needs of the middle class. In the low-end market, focus on attracting the attention of young consumers who do not have great financial ability but have potential. Develop potential customers. The adjustments under different cultural backgrounds are mainly reflected in religion, traditional culture, customs, moral concepts, and historical geography [10].



Figure 2: BALENCIAGA AD during Chinese Valentine's Day.

3. Conclusion

This study found that BALENCIAGA is a luxury brand with a century-old history. In the face of changes in the consumer market and different development stages of the brand in different periods, it has actively adopted different communication strategies. This is attributed to the brand actively adapting to the market and catering to the improvements made by consumers. Only by adapting to the market due to the trend. In order to be recognized and accepted by the market and consumers. Not eliminated by the times. It is a trend to rejuvenate old luxury brands; it's more of a label value. Young people are the main consumer group in the current era. Pop culture, the entertainment industry, and

Gen Z culture are the most talked about. Young people pay more attention to brand culture, a cultural value promoted by brands. To develop a brand, it needs to trigger emotional resonance with young people. The limitation of this study is that the relevant literature resources are not sufficient, and there is less data displayed on BALENCIAGA's marketing cases. Due to the limitations of objective data collection and splitting. Finally, in today's digital media era. People's lives are closely related to digital media. Brands need to progress and develop with the times. In order to be favored by consumers. It is hoped that more brands will be able to beneficially integrate with communication media in the future. In the future, we will be able to lead all walks of life and take corresponding responsibilities.

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